



# An Economic Plan for Bude 2018 - 2023

*Towlen rag Erbysiedh Porthbud 2018 - 2023*

Spring 2018

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# Executive Summary

- The Bude Community Network Area is one of the most isolated in Cornwall, being a considerable distance from major centres of employment, further education, training and retail. It has a population is 17,690. One third of children in the area live in poverty after housing costs are taken into consideration. Surveys show a strong sense of belonging amongst the population.
- Employment in the area is often seasonal and low paid. More pupils in the Bude area attain a higher Key Stage 4 point score than the average across both the South West and England. However, skill levels amongst the general population are lower than the average across Cornwall and have been identified as needing improvement. Bude produces jut 2% of Cornwall's Gross Value Added from 3% of Cornwall's population.
- Themes commonly identified in strategic plans for the area include: improving employment opportunities and encouraging investment in the knowledge economy; strengthening relationships between people and the environment; up-skilling the population and diversifying the economy to make it less reliant upon tourism.
- The Bude Coastal Community Team strives to maximise social, economic and environmental benefits for the Bude-Stratton area via community partnership and collaboration.
- Community needs include addressing the causes and impacts of deprivation; providing opportunities for people to adopt healthier lifestyles; creating a Bude Development Officer/Bid Writer position; creating new cycling and walking routes; providing flexible work space/tech hub and faster rural broadband speeds.

- Bude has an strongly independent population with a 'can do' attitude. The area lacks higher paying, high skilled job opportunities. Bude should capitalise on its growing reputation as Cornwall's leading Green Tourism destination. The anticipated loss of European Structural Funding could impact on the area's economic development.
- Eight known projects with a combined value of £3.4 million have so far been identified by the Bude Coastal Community Team. These could deliver significant social, economic and environmental benefits for the Bude area.
- In the short term, the Bude Coastal Community Team will support these projects and provide the organisations taking them forward with advice and assistance. The Team will also seek to fund and recruit a Bude Development Officer/Bid Writer post, and encourage businesses, organisations and individuals to work together for the benefit of the area.
- The Bude Coastal Community Team will assist with the delivery of actions/activities identified in the Bude-Stratton Neighbourhood Development Plan's Action Chapter. It will also seek the establishment of a knowledge hub/tech and innovation centre for the Bude area.
- **It is the intention of the Bude Coastal Community Team to engage with as many local organisations, businesses and individuals as possible to ensure that, as it is revised, this Economic Plan is truly representative of the Bude community.**



# Introduction

This Economic Plan has been prepared by Bude Coastal Community Team. A Coastal Community Team is a local non profit making partnership consisting of the local authority and a range of people and business interests from a coastal community who have an understanding of the issues facing that area and can develop an effective forward strategy for that place. The Team should include a range of local stakeholders and have broad support. [www.coastalcommunities.co.uk](http://www.coastalcommunities.co.uk)

The UK Government introduced the Coastal Communities Fund in 2012 to support coastal communities by regeneration and economic growth through projects that directly or indirectly create sustainable jobs, safeguard existing jobs and address local needs and priorities.

Projects must conform with the strategic policies of the Local Planning Authority. Bude-Stratton Town Council designated Bude as a Neighbourhood Plan Area in 2012 and the Neighbourhood Development Plan ([www.budestrattonnp.org](http://www.budestrattonnp.org)) was adopted following a referendum in 2017. The Coastal Communities Team for Bude (then known as BEAM) was formed in 2015, and in conjunction with Bude-Stratton Town Council, was reformed and renamed Bude Coastal Communities Team in 2017. Coastal Communities Teams are required to produce a dynamic Economic Plan to show how they can deliver social, economic and environmental benefits for Bude and its Community Network Area.

The Economic Plan will be kept under regular review and revised as and when necessary.

# Bude Coastal Community Team

**A Coastal Community Team provides a unique opportunity for the local area.**

To meet statutory guidelines, a Coastal Community Team is a partnership of local authorities, businesses, third sector organisations and community-minded individuals. Such a partnership is the means of bringing together representatives from Bude-Stratton Town Council, Cornwall Council, local business, community groups and individuals – empowered to seek public funding to implement initiatives leading to social, economic, and environmental benefits.

The purpose of the Bude Coastal Community Team Economic Plan is to provide the foundation for future developments. This is the second version, superseding the Economic Plan drafted in 2015 when the team first started. The intention is to review the Economic Plan periodically, and update it as required. In 2015, we developed a mission statement: *to strive to maximise social, economic and environmental benefits for the Bude-Stratton area via community partnership and collaboration.*

The Bude Coastal Community Team was restructured in 2017 specifically to achieve the direct and active involvement of both Cornwall Council and Bude-Stratton Town Council. Our ambition is to reinforce the ethos of ‘stronger together’ and build a form of powerhouse through collaborative leadership in the local community, so that the Bude Coastal Community Team is actively involved in most developmental initiatives in the local area.

## Single Point of Contact

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## Website

[www.budecoastalteam.org.uk](http://www.budecoastalteam.org.uk)

## Facebook

[www.facebook.com/BudeCCT/](https://www.facebook.com/BudeCCT/)

### **Local Authority Contact**

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[www.cornwall.gov.uk/community-and-living/communities-and-devolution/community-networks/bude/](http://www.cornwall.gov.uk/community-and-living/communities-and-devolution/community-networks/bude/)

### **Steering Group**

#### **Chairman**

**Cllr Paul Tilzey** - Bude-Stratton Town Council (Bude Ward), Chairman of Friends of Bude Sea Pool and Trustee Bude Rugby Football Club

#### **Treasurer**

**Jacky Maynard** - General Manager, Integer Training Ltd

**Adrian Bennett** - Director, Budehaven Recreation Ground and Secretary, North Tamar Business Network Group.

**Sean Collins-Powell** - MBA (International Business and Finance). Business consultant at SW Project Services.

**Andrew Finley** - Project Director Oxford Innovation - specialists in business growth, innovation and funding.

**Paddy Frost** - Director of Integer, including Integer Academies & Agencies, an approved Community Interest Company.

**John Gimson** - Representing Bude Chamber of Commerce.

**Cllr Peter La Broy** - Cornwall Council (Bude Ward) and Bude-Stratton Town Council (Flexbury & Poughill Ward).

**Cllr Ian Mason** - Bude-Stratton Town Council (Flexbury and Poughill Ward) and Director of 'Pro-law' (Professional Law Services Ltd).

**Chris Sims** - Cornwall Council Link Officer for Launceston & Bude.

**Ben Wood** - Business Engagement Manager, Invest in Cornwall.

### **Members**

A Greener Bude  
Blend Bude Youth Collective  
Bude Canal and Harbour Society  
Bude Safer Cycling Group  
Bude-Stratton Town Council  
Bude Surf Life Saving Club  
Content Creation Collective  
Cornwall Council  
Friends of Bude Sea Pool

# Local area

## Geography

Bude and the surrounding parishes sit on a thin strip of land in north-east Cornwall between the Atlantic Ocean and the Cornish border with Devon. Farmland predominates containing tributaries of the river Neet which empties into the sea at Bude. The area has been identified as one of the least altered, anciently enclosed landscapes in Cornwall. The largest concentrations of population are Bude, Kilkhampton, Marhamchurch, Poughill, Stratton, Week St Mary and Widemouth.

The area is amongst the most isolated in Cornwall being more than fifty miles from the large urban centres of Truro, Exeter and Plymouth. The nearest mainline train station is Bodmin Parkway (33 miles) and the nearest airport is Newquay (43 miles). The nearest large hospital and Higher Education provision is in Barnstaple (36 miles). These destinations are at least an hour's car journey from Bude, and by no means are all of them served by direct public transport.

Bude's relative isolation is both a blessing and a curse. A blessing, as it is a key component in attracting visitors to the town, thereby maintaining the tourism industry - a curse as it puts the population a long way from major centres of employment, further education, training and retail.

## History

*"Stratton was a market town when Bude was but a furzy down".*

Stratton takes its name from the Cornish 'Strasnedh' meaning the flat-bottomed valley of the river Neet. It was first mentioned in the will of King Alfred in 880AD. A market town formed around the church and Stratton grew in importance, giving its name to a 'hundred', an administrative division of land which, together with Boyton and Bridgerule, included all of the parishes of the modern day *Bude Community Network Area* except Poundstock and St Gennys.

Until the beginning of the nineteenth century, Bude was but a small collection of cottages and fish cellars within the parish of Stratton. The growth of the town corresponded with visits from the well heeled seeking an alternative destination to Revolutionary France, and the building of the Bude canal and harbour which was completed in 1825.

These two industries – tourism and shipping – grew side by side throughout the nineteenth century, with an expanding Bude eventually eclipsing its mother town of Stratton as the largest settlement in the area. The coming of the railway to Bude in 1898 put paid to the canal and shipping declined considerably during the early twentieth century. Yet, trains continued to bring cargo to Bude in the form of visitors, and hotels and boarding houses were thrown up to meet the demand.

Bude gained a reputation as a high-class resort with amenities to cater for all tastes. However, the Second World War saw American troops billeted in the town's hotels, and the austerity of the post-war years meant Bude never fully regained the splendour of her Edwardian heyday.

Bude lost her railway to the Beeching cuts in 1966, depriving the town of an important connection to destinations in the south west and to London. Increasingly, visitors arrived by car, but Bude maintained her reputation as a family seaside resort. A steady pattern of bustling summers and quiet winters developed.

## Today

Tourism remains the single largest employment sector in Bude, with agriculture and construction having the highest number of (VAT paying) businesses. In recent years, Bude has significantly developed its visitor offer. The town won the British Travel Awards 'Best Coastal Resort in the UK' in both 2015 and 2016, and Bude's Tourist Information Centre (the most visited in Cornwall) won Gold in the 2016 Cornwall and Devon Tourism Awards. Bude continues to market itself as north Cornwall's wholesome family resort, having avoided both the second home blight of Padstow and the exuberance of Newquay.

	<b>Bude</b>	<b>Padstow</b>	<b>England average</b>
Second homes	5.3%	15.2%	0.6%
Vacant dwellings	14.0%	34.7%	4.3%

	<b>Bude</b>	<b>Newquay</b>	<b>England average</b>
Anti-social behaviour incidents per 1000 population (Oct 2016 – Sept 2017)	15.7	40.9	28.9
All crimes per 1000 population (July – Sept 2017)	15	42	31

Local Insight Profiles for Cornwall Council (OCSI - January 2018)

#### **Economic Plan area**

The area covered by this Economic Plan corresponds with the *Bude Community Network Area*, as defined by Cornwall Council. That is the civil parishes of:

*Bude-Stratton, Jacobstow, Kilkhampton, Launcells, Marhamchurch, Morwenstow, North Tamerton, Poundstock, St Gennys, Week St Mary and Whitstone.*

This area includes the Cornwall Council electoral divisions of *Bude, Grenville and Stratton*, and *Poundstock*.

All parishes within the Bude Community Network Area are encouraged to work with the Bude Coastal Communities Team to develop projects.

**For the purposes of this Economic Plan, all further references to Bude will imply the Bude Community Network Area unless otherwise stated.**



# People

## At a glance

- The population of the Bude Community Network Area is 17,690.
- One quarter of children living in Bude are classed as overweight or obese.
- Twice as many houses in Bude lack central heating compared to the England average.
- One in three children in Bude are living in poverty after housing costs are taken into consideration.
- There is a strong sense of belonging amongst Bude's population.

## Population

The population of the Bude Community Network Area is 17,690.

### Bude population

Aged	Population	Percentage	England
0 - 15	2,920	16.5%	19.1%
16 – 65	10,050	56.8%	63.1%
65 and over	4,720	26.7%	17.9%

The population growth rate in Bude between 2001 and 2008 (7%) was higher than the average for Cornwall (6%). Based on this trend, Bude's population could increase by around 2,300 (13.5%) by 2030. In the immediate Bude area (Bude, Stratton, Poughill) there are 1,495 people per km<sup>2</sup>, whereas in the remainder of the Bude Community Network Area, there are fewer than 50 people per km<sup>2</sup>. There are six times as many rural residents in the Bude Community Network Area than the average across England.

## Health and Social Care

There is a higher number of working age people in Bude providing support to both younger and older groups than the average for Cornwall. There are also higher levels of people providing unpaid care (including more than 50 hours per week) in Bude than

the average for England. There is a higher number of people in Bude with a long-term illness compared with the average for England. One quarter of children living in Bude (Reception and Year 6) are classed as overweight or obese.

## Housing

Thirty four 'affordable' houses need to be built per year to meet current demand. There are fewer socially rented houses and houses rented from the local authority in Bude than the average for England. Indeed, there are considerably higher levels of deprivation in Bude with respect to access to housing, services and living environment compared with average levels in England. Even housing classed as 'cheaper' is more expensive in Bude than across England.

Twice as many houses in Bude lack central heating compared to the average rate across England. More than one third of people in Bude aged over 65 live alone.

## Transport

Many residents are reliant on private transport to access employment and other key services and facilities. Nearly half of all households in Bude own one car.

## Crime

Bude has a lower overall crime rate compared to the average across England.

## Deprivation

Bude struggles with pockets of significant deprivation and has seen a doubling of local food bank requests and free school lunch applications in recent years. Government funding cuts have meant the loss of Bude Police Station and a children's centre catering for more than 150 teenagers.

The Bude East Lower Super Output Area is ranked amongst the 30% most deprived in England.



Percentage of children living in poverty July – September 2017:

Before housing costs

Cornwall	17.76%
Bude ward	22.65%
Grenville & Stratton ward	17.39%
Poundstock ward	17.76%

After housing costs

Cornwall	27.76%
Bude ward	34.46%
Grenville & Stratton ward	27.24%
Poundstock ward	27.66%

### **Belonging**

Successive studies have shown that people living in Bude feel a considerably stronger sense of belonging to the area in which they live compared to people in the South West and in England.



# Economy

## At a glance

- There is a range of employment in Bude, but jobs are low paid and seasonal.
- Tourism directly supports 1,500 annual jobs.
- Skills and qualifications amongst Bude's population are lower than the Cornwall average.
- Bude has twice as many people employed in skilled trade jobs than the average across England.
- Weekly household income is 18% lower in Bude than the average across England.

## Employment

There is a good range of employment sectors in the area but jobs are low paid. Job vacancies fluctuate significantly throughout the year as a consequence of the area's seasonal economy. During July and August there can be nearly 200 job vacancies advertised at Bude's Job Centre, whereas during January and February this number contracts to fewer than 20.

Only 26% of people aged 16 – 74 are in full-time employment in Bude compared to 39% of people across England. Indeed, Bude has fewer economically active people than the average across England and fewer full-time employees as a percentage of the total workforce. However, Bude does have a higher number of self-employed people than the average across Cornwall, and twice as many as the average across England.

## Employment by industry sector in Bude

Sector	
Hotel and catering	18.5% of all people in employment
Retail industry	16.1% of all people in employment
Health	9.3% of all people in employment

## Number of businesses\* in Bude by sector

Sector	
Agriculture	28.4% of all local businesses
Construction	9.7% of all local businesses
Hotel and catering	9.6% of all businesses

\*eligible for VAT

Local Insight Profiles for Cornwall Council (OCSI - January 2018)

## Tourism

In 2012, Bude enjoyed 125,000 staying visitor trips and 546,000 day visits. This equated to £53.2 million direct visitor spend and an estimated £54.1 million total visitor related spend. Tourism directly supports 1,500 annual jobs.

Staying visitors by accommodation type:

Serviced	26%
Self-catering	22%
Touring caravans/tents	18%
Static vans/holiday centres	18%
Friends and relatives	13%

## Skills and Qualifications

Skills levels amongst the population in Bude are lower than the Cornwall average and have been identified as an area needing improvement. As a percentage of the population, fewer working age people in Bude have a degree than the average across England, and nearly a quarter of working age people in Bude have no qualifications at all.

More pupils in Year 1 in Bude achieve the expected level in all 17 Early Learning Goals than the average in England. Also, more pupils in Bude attain a higher Key Stage 4 point score than the average across both the South West and England.

In 2010, Bude suffered a net loss of people between the ages of 15 and 24. This was indicative of people leaving to undertake Further and Higher Education or to seek employment. It is not possible to gauge how many of these people eventually returned to the Bude area, but the haemorrhaging of this age group is likely to be detrimental for Bude's growth and overall economy. Of those people aged 16 – 25 remaining in Bude, a higher percentage receive workless benefits than the average across England.

Bude has considerably lower percentage of employed people classed as 'professional' compared to the average across England. However, Bude has twice as many people employed in skilled trade occupations than the average across England.

#### **Output**

The Bude area produces just 2% of Cornwall's Gross Value Added figures from 3% of Cornwall's population. Weekly household income is 18% lower in Bude than across England. Likewise, a higher number of households in Bude live in fuel poverty compared to England.

There are more connections in the rural areas of the Bude Community Network Area with low broadband speeds than the average across England.



# Strategic landscape

**Cornwall Council's Business Plan 2017** is focused on eight key areas to support people, improve places and create prosperity:

- Ambitious Cornwall – transferring more powers from London to Cornwall
- Engaging our communities – increasing local influence, resilience and ownership
- Essentials for living – improving infrastructure, education and housing
- Partners working together – working with others to deliver Council services
- Driving the economy – delivering sustainable economic progress
- Stewardship of our assets – strengthening relationships between environment and communities
- Healthier and safer – integrating the delivery of health and social care
- Efficient, effective and innovative - developing new approaches to technology, assets and workforce

## **The Cornwall and Isles of Scilly Local Enterprise Partnership's Vision 2030**

focuses on three areas:

- Business – innovation, creativity and productivity led growth
- People – inclusive growth and building great careers
- Place – vibrant communities and global presence

These three areas are further sub-divided and have the following specific aims which are pertinent to the aims of this Economic Plan:

### **Innovation and creativity**

- STEAM based skills (science, technology, engineering, arts and maths).

### **Productivity Led Growth**

- Suitable workspace.

### **Inclusive Growth**

- Link education providers, business and areas of deprivation.

- Local transport to support rural/ coastal areas.
- Support the unemployed or on low pay to gain skills and training
- Increase apprenticeships in smaller firms in emerging sectors.

### **Building Great Careers**

- Ensure that young people living in all parts of Cornwall and Isles of Scilly can access further and higher education.
- Develop enterprise and work readiness skills in young people.
- Support skills in business collaboration and a comprehensive career structure.

### **Vibrant communities**

- Invest in natural capital and environmental growth.
- Promoting our world-class cultural environment.
- Develop the economic vibrancy of town centres.

### **Global presence**

- Equip Cornwall and the Isles of Scilly to attract new investment.

In 2017, the **Cornwall and Isles of Scilly Local Enterprise Partnership** also published its **10 Opportunities** prospectus focusing on ten key sectors that can play a critical role in growing the economy of Cornwall and the Isles of Scilly now and in the future. It is sensible to draw attention to these ten opportunities in this Economic Plan, as Bude could be well placed to take advantage of several of them. They are:

1. Creative
2. Space
3. Energy
4. Digital
5. Agri-food
6. Tourism
7. Marine
8. Mining
9. Aerospace
10. eHealth

**Cornwall Council's Local Plan 2010 - 2030** was formally adopted on 22 November 2016. The Local Plan objectives for the Bude are:

**Employment** – in particular, raising the quantity and quality of employment opportunities.

**Housing** – in particular, alleviating the demand for local affordable housing.

**Community Services** – to improve the provision of and access to community services and facilities, especially sustainable transport, health services, further and higher education and training opportunities and public open space.

**Heritage and environment** – to maintain and enhance the area's heritage and environment and to use them to enhance the area's tourism offer.

**Character** – to maintain and enhance the distinct character of Bude, Stratton, Flexbury and Poughill and in doing so protect these from physical or perceived coalescence.

**Infrastructure** - to deliver the highway and sustainable transport infrastructure needed to support the delivery of future housing and economic growth, and to enhance the quantity and quality of publicly accessible green infrastructure to improve health and wellbeing.

With regard to **development**, the Local Plan has the following long-term vision for the Bude area:

*To increase the prosperity of the Bude area, improving the quality of life while maintaining and enhancing and area's natural heritage and Cornish culture.*

Touching on **employment**, the Local Plan notes that in the Bude area *local employment is low and there has been modest employment growth in recent years*. It also observes that *the town is heavily dependent on its seasonal tourism industry and wants to reduce seasonality by extending the tourism season. The town wants to focus on investment from the knowledge industry (design rather than manufacture) to encourage more highly paid jobs*.

On **housing**, the Local Plan states that the provision of affordable housing is of paramount importance to the people of the area, and aims to provide housing which will support the existing and future housing needs of the local community. However, in

doing this, the Local Plan emphasises the importance of also providing employment opportunities, infrastructural improvement, and protecting and enhancing the natural and historic environment, noting their importance to the tourism industry.

The enhancement of infrastructure, including transportation; primary and secondary education; utilities; green space; healthcare; leisure facilities and burial capacity will be fundamental to the delivery of the Local Plan in the Bude area.

**Cornwall Council's Delivery and Investment Plan for Bude** has been informed by an infrastructure needs assessment. It outlines critical and necessary infrastructure projects, and discusses the options for housing and employment in the Bude area. It identifies the following projects which chime with the aspirations of the Bude Coastal Community Team:

Pipeline project

- The creation of multi-use trails between existing employment areas and residential areas.

Opportunity projects:

- Bude Canal sea defence refurbishment
- Bude Coastal Assets Project – the remainder of the project for the management of green space at Crooklets and Summerleaze
- Bude Open Spaces requirements – new or improved parks, amenities, natural space, outdoor sports facilities, children's equipped play, equipped youth provision and allotments
- Harbour to Helebridge Corridor – multi-functional green infrastructure corridor
- Bude Town Wide Cycle network
- Waste water treatment improvement

The **Bude-Stratton Neighbourhood Development Plan 2016 - 2030** was the product of extensive consultation with the community. It provided an opportunity for local people and organisations to develop their own ideas about the place where they live, work and visit and for these ideas to be formally adopted in the Cornwall Local Plan. The Neighbourhood Plan was ratified by Bude-Stratton Town Council on 3<sup>rd</sup> December 2016, independently examined at a public hearing on 13<sup>th</sup> December 2016, and overwhelmingly approved in a public referendum on 4<sup>th</sup> May 2017, with 85% of votes cast in favour.

The Neighbourhood Plan also has specific aims for the following sectors:

**Housing** – to ensure a range of housing available to all ages. Small scale, mixed developments up to 30 dwellings, prioritising brown field sites and offering ample communal green space, private gardens or communal food growing spaces.

**Education and Training** – to enhance opportunities for Higher and Further Education and workplace training.

**Economic development and Employment** - To encourage opportunities for economic development and employment over and above the traditional tourist sector.

**Energy** – to improve the energy sustainability of Bude.

**Town Centre and Retailing** – to preserve and enhance the essential character of Bude and Stratton towns as attractive places to live and work, and as family-friendly, year round tourist destinations.

**Transport** – to encourage improvements to the road network and public transport opportunities. Make better provision for walking and cycling.

**Services and Facilities** – to maintain and enhance service and facilities which meet the needs of residents and visitors.

**Open Space, Heritage and Conservation** – to protect and enhance open spaces, parks, the coast, conservation areas and footpaths/bridleways in Bude and Stratton.

### **Common themes**

The following common themes emerge from the plans and strategies outlined above:

1. Increasing local influence and ownership.
2. Improving employment opportunities/investment from knowledge industry.
3. Extending the tourism season.
4. Strengthening relationships between the environment and community.
5. Maintaining and enhancing the historic environment and Cornish character of the area for locals and for tourists.
6. Maintaining community facilities.
7. Improving the provision of open spaces and walking/cycling opportunities.
8. Improving opportunities for Further and Higher Education.
9. Improving provision for those not in education, employment or training.
10. Diversifying the economy to make the area less dependent upon tourism.

# Ambition

*The Bude Coastal Community Team will strive to maximise social, economic and environmental benefits for the Bude area through community partnership and collaboration. In particular, we will:*

Seek to help develop the skills and qualifications of people in the area and encourage the creation of higher salaried employment opportunities in businesses of scale, as well as small and medium sized businesses.

Make Bude a beacon of environmental consciousness, capitalising on actions where the area has led in the UK. We will make Bude a leading environmental tourism destination and seek to develop a sustainable, circular economy.

Build on the success of the community managed assets such as the Bude Sea Pool and seek to take other assets into community ownership for the economic benefit of the area.

Further enhance and protect our unique historic environment, interpreting it for the community and promoting it to attract more visitors in low season.

Strive to maintain Bude's position as a leading British coastal resort by supporting the growing tourism sector. This could include greater provision of in-door activities to extend the tourist season.

Work collaboratively to help deliver new walking and cycling routes throughout the area, to benefit both the local community and its visitors.

Seek to provide more opportunities for our young people to meet, play, learn, develop and connect in a safe environment outside of school.

Build upon Bude's strengths as a positive, self-reliant Cornish community with a deep sense of belonging.

By concentrating on these areas, the Bude Coastal Community Team will aim to deliver:

- Economic growth and sustainable regeneration
- Support for local projects and funding applications
- Improved skills, training and business incubation
- A protected environment
- Greater local influence and ownership
- An enhanced historic environment
- An extended tourism season
- Greater provision of open spaces and walking/cycling opportunities
- Maintained and enhanced community facilities

# Community needs

## **Deprivation**

Bude has pockets of significant deprivation, with one study showing that, after housing costs have been taken into consideration, nearly 30% of children in Bude are living in poverty. Deprivation is also evidenced by poor access to housing and services, and in living environments - twice as many homes in Bude lack central heating compared to the average across England.

The Bude Coastal Community Team will support projects directly aimed at addressing the causes and impact of deprivation, including barriers to employment, low incomes, seasonal work patterns and skills shortages.

## **Employment, Skills, Training**

The area is heavily reliant on tourism, with often low paid, seasonal work and severely fluctuating job vacancy rates. There are low skill levels and fewer people in Bude have a degree than the average across England. Nearly a quarter of the working population in Bude have no qualifications at all.

Until recently, a significant number of young people left Bude to undertake Further and Higher Education or find better paying work. Of those aged 16 – 25 who remain, a higher percentage receive workless benefits than the average across England. There are also fewer people in professional occupations in Bude than the average across England. One local, higher paying employer – GCHQ Morwenstow – has stated that young people locally are not receiving sufficient IT training at school to be inducted into their training programmes. Indeed, there is a lack of quality vocational training generally in the Bude area.

Certain elements of Bude's economy are doing well and growing, however, the economic benefits accruing from that growth are not reaching all sections of Bude's community.

The Bude Coastal Community Team will seek to support projects and proposals which aim to address skills shortages through education and in-work training. We will also support projects which seek to diversify Bude's economy, lessening its reliance on tourism. Projects which will extend the tourism season and help to keep people employed throughout the year will also be a priority, as will those which aim to extend the success of growing businesses by offering training, mentoring, business advice, internships, apprenticeships and other incentives.

## **Health and Social Care**

One quarter of children in Bude (Reception and Year 6) are classed as overweight or obese. Bude has a higher number of working people providing support to both young and old groups than the average rate across Cornwall, and more people providing unpaid care than the average across England. There is also a higher number of people with long-term illness in Bude than the average across England.

The Bude Coastal Community team will support projects which seek to provide new means for people to exercise and live more healthy lives. We will also support projects which aim to create new opportunities for young people to play, exercise and learn outside of school.

## **Coordination of effort**

Bude has a number of statutory, not-for-profit, commercial and charitable organisations which all work to improve the lives of people living in the area. Bude also has a number of motivated and community minded individuals. The Bude Coastal Community Team will develop its role as a linking organisation, encouraging cooperative working and conversation to foster a culture of trust, mutual support and partnership working. We will become a driving force for collaborative leadership locally. We will also support the creation of a Development Officer/Bid Writer post to nurture and secure funding for projects which aim to benefit the Bude area.



### **Transport and Amenities**

There is a heavy reliance on private cars for travelling to work and accessing services and facilities in Bude. A number of studies have pointed to the need for improved public open space, public outdoor sports facilities, children's equipped play, equipped youth provision and allotments.

The Bude Coastal Community Team will support projects which seek to create alternative means of transport, including new walking and cycle routes. We will lend support to the Connect Bude project, seeking to bring rail services closer to Bude ([www.connectbude.uk](http://www.connectbude.uk)) We will also support projects which implement new technologies to help overcome isolation and physical transport shortcomings. Support will be given to projects which enhance existing, or create new, public amenities particularly for young people.

### **Technology**

The Bude area lacks non-traditional work space which could provide opportunities for better networking amongst self-employed people, particularly those working in the creative industries. Bude would certainly benefit from the provision of flexible work space which might encourage the growth of high-tech industries and businesses, particularly those centred around digital communications, marine and renewable technology.

The Bude Coastal Community Team will seek to assist with the establishment of a flexible work space/technology hub and other incentives which might encourage tech based businesses and industries to grow in the area. It will also seek to hasten the provision of faster broadband for all areas of the Bude Community Network area to enable more diverse small businesses to set up and thrive.

# SWOT analysis

## Strengths

Bude is home to many community minded businesses, organisations and individuals, all working to better the lives of people living here. We should capitalise on this.

Bude has a rich heritage and a unique historic environment. The Bude Canal is one of only two in Britain which open into the sea. The Battle of Stratton (1643) marked a major turning point in the seventeenth century Civil War. Bude should capitalise on its heritage to attract visitors out of season.

Bude has a largely independent, self-sufficient population. Bude's distance from Truro and other large towns has meant that its people have had to rely upon themselves. Bude has twice the number of self-employed people than the average across England.

A 'can do' attitude – the community management of Bude Sea Pool, the establishment of beach clean groups and the successful national piloting of the Cleaner Seas Project all demonstrate that Bude has a 'can do' attitude.

Bude is home to a range of thriving sports clubs and groups, helping people of all ages to stay fit and healthy.

A strong and growing tourism sector – the quality of Bude's tourism offer has been recognised through national awards rating it Britain's 'Best Coastal Resort'. Bude has upped its game and offers some of the highest quality accommodation and food.

A vibrant, groundbreaking environmental movement – the Bude area has seen an organic growth in environmental groups - cleaning beaches, reducing plastic use and campaigning to keep bathing water clean.

Bude's population demonstrates a strong sense of belonging. From long established Cornish families, to newly settled people – Bude seems to generate strong feelings of pride and contentment.

Through Bude-Stratton Town Council, a robust and well researched Neighbourhood Development Plan has been produced which draws on the views of local people. The Neighbourhood Plan will prove invaluable in delivering the ambitions of the Bude Coastal Community Team.

The Bude Coastal Community Team enjoys the freely given advice and assistance of Oxford Innovation – a company specialising in business growth, innovation and funding. It also enjoys the support and advice of Cornwall Council's Community Link Officer.

## Weaknesses

Bude suffers from a lack of medium and large sized businesses offering career progression and higher salaries.

Bude is a long distance from centres of employment, training, further education, retail and rail transport. This poses unique problems, specific to Bude, which will require unique solutions.

Evidence shows that Bude has suffered a net loss of 15 – 24 year olds, leaving to undertake Further and Higher Education or seek work. This is likely to be detrimental to Bude's economic growth.

A lack of non-sport based activities and amenities for teenagers.

Poor public transport links to the rest of Cornwall. Considerable money has been invested in projects, skills, training and employment opportunities in the west of Cornwall. However, public transport links between Bude and west Cornwall are very poor, giving little opportunity for people here to share in this investment.

No one organisation or person developing projects and driving them forward. Bude does not enjoy a Development Officer or similar post, which could advise on, and seek funding for, incipient projects.

One third of children in Bude living in poverty after housing costs. Bude suffers significant levels of deprivation, evidenced not least by a doubling of food bank users in recent years.

Low skills and qualification levels amongst working age population. Successive studies have identified a need for skills and qualification development amongst Bude's working population.

Seasonal economy with fluctuating employment levels and low pay. Like many coastal settlements, Bude suffers from a seasonal economy with fluctuating job vacancies.

Few high paying, higher skilled, professional employment opportunities.

### **Opportunities**

The Bude Coastal Community Team is ideally placed to coordinate efforts to deliver projects which will bring social and economic benefits to Bude. The Team is also well placed to capitalise on the funding available through the Coastal Communities Fund, Community Led Local Development and other funding streams.

Bude has a number of successful businesses run by entrepreneurs. There is an opportunity to encourage these businesses to offer training, internships, apprenticeships and business advice.

To capitalise on the pool of experienced, skilled retirees - this pool of people can help to deliver the social and economic development needed in the area.

Cornwall Council's Local Plan proposes the development of cycle and walking routes, open space improvements, play areas and parks in the Bude area. There is an opportunity for the Bude Coastal Community Team to work with Cornwall Council to help deliver its plans.

To promote Bude as a green tourism destination - Bude is well placed to market itself as a green tourism destination, and to develop a sustainable, circular economy.

To further capitalise on the area's historic environment. Cornish language, culture and history gives Cornwall a unique selling point. Bude can exploit this to help extend the tourist season.

Greater local ownership and management of community assets. The successful community management of Bude Sea Pool has demonstrated that local people best know how to run their services.

To establish a community land trust to convert unused buildings. There are a number of unused buildings in the Bude area which could be converted to help deliver the ambitions of this Economic Plan.

To establish community food growing spaces. The Bude-Stratton Neighbourhood Development Plan identified a desire for more allotment space.

To establish a workplace training and apprenticeship scheme to raise skill levels and provide non-seasonal employment opportunities.

To establish a technology/knowledge hub in the area, bringing together skilled professionals and generating better paying employment opportunities.

To deliver enhancements to Bude's town centre infrastructure such as signage, seating and planting.

### **Threats**

The UK's withdrawal from the European Union would bring to an end European Structural Investment Funding for Cornwall. The level of funding to be provided by the UK Government to replace it remains undetermined.

The loss of Government block grant to Cornwall Council after 2020 - from 2020, Cornwall Council will receive no Government block grant, meaning it must raise the vast majority of its funding itself. This could have serious implications for the provision of services and facilities in Bude and for the funding of projects.

Diminishing levels of National Lottery good cause funding. Fewer people are playing the National Lottery meaning there is less money for the good causes to distribute. This will intensify competition for funding, potentially making it more difficult to secure funds to realise projects.

Environmental change – storms in recent years have caused damage to Bude's coastal assets. It is predicted that storms will intensify in coming years, threatening more damage and flooding.

Several hundred new homes are proposed for the immediate Bude area. This level of development will necessitate significant infrastructural improvement to maintain schools, health services, roads and waste water management. Without that improvement, Bude will suffer.

Likewise, the proposed levels of development could cause perceived or actual coalescence of the distinct settlements of Bude, Stratton, Flexbury and Poughill. This would diminish the historic character of each location to the detriment of residents and visitors.



# Potential Projects

The following is a list of discrete projects, showing indicative partners and timescales. There will undoubtedly be other projects coming forward which the Bude Coastal Community Team does not yet know about. These will be added to this list as they emerge.

## **The Green Room (An Stevel Glas)**

**Lead organisation:** Cleaner Seas Project

**Project cost:** £200,000

**Timescale:** 1 year.

**Potential partners:** Environment Agency, A Greener Bude, Cornwall Wildlife Trust

Cleaner Sea Project a goal to make Bude a sustainable town and an international exemplar. Comprising likeminded volunteers, environmental groups, organisations, businesses and individuals, Cleaner Seas *strives for a diverse, beautiful and healthy locality, supporting a thriving society, a prosperous economy and an abundance of wildlife*. The Cleaner Seas Project has been cited in a 'Tweet' by Prime Minister and is now one of only eleven Twitter accounts followed by Theresa May.

Cleaner Sea's priority is the creation of *The Green Room* (in Cornish, An Stevel Glas) - an education/ information centre and community hub with shared office space. The Green Room will serve as:

- An office for six new posts to be created to take forward the work of the Cleaner Seas Project and its associated organisations
- An operations hub for a more sustainable Bude – a call-in centre for the variety of groups associated with Cleaner Seas.
- An education centre for local schools, visiting schools, youth groups to promote the local marine environment.
- An information centre with display boards providing information about marine litter, local marine habitat, sites of natural and historic importance on Bude's coast.
- A venue for art displays using marine litter.

- A shop front for local not-for-profit environmental goods such as water re-fill bottles, paper straws.
- A centre to coordinate the efforts of local environmental groups.
- An activity centre for a range of beach activities including beach cleans, rock pool rambles
- A hire centre for beach goods such as windbreaks, deck chairs, non-plastic beach goods.

Cornwall Council's Local Plan objectives for Bude include *maintaining the area's environment and using it to enhance the area's tourism offer*.

## **BLEND Premises**

**Lead organisation:** BLEND Bude Youth Collective CIC

**Timescale:** 1 – 2 years.

**Project cost:** c. £300,000

BLEND is a youth collective for 11 to 16 year olds in the Bude area. It seeks new ways of looking at youth support by empowering its members to run a fun, dynamic project for themselves. BLEND was established in 2016 and has grown from having just twelve members to now attracting more than 50. BLEND seeks to help Bude's youth develop self-perpetuating life skills - not only providing activities and opportunities but giving them a purpose, a home for their ideas and imagination.

BLEND is seeking premises where it can further develop its activities and provide:

- A milk bar & lounge.
- Climbing walls.
- Skate bowls.
- A performing arts space.
- A shop outlet.

The Bude-Stratton Neighbourhood Development Plan identified that youth provision in the area is 63% below the national average and youth amenities 21% below the national average.

### **Bude Canal Navigation and Access**

**Lead organisation:** Bude Canal and Harbour Society

**Project cost:** c. £1 million

**Timescale:** 3 – 5 years.

**Potential partners:** Bude Canal & Harbour Society, Inland Waterways Association, Bude Canal Trust

The Bude Canal was completed in 1825. It was built to transport sea sand inland to improve farmland soils and to carry cargo from the hinterland to the Port of Bude for shipping elsewhere. The Canal's sea-facing lock gate, and inclined planes, which carried tub boats up and down the area's steep topography, make the waterway of national importance. The Canal and its associated historic structures underwent a £5 million restoration programme which drew to a close in 2009. Funding had been secured from European, Lottery and Government sources. However, for a number of reasons, the restoration project first proposed was never completed in full. Local organisations are eager to see the uncompleted aspects delivered. These include:

- The replacement of Rodd's Bridge to allow the navigation along the totality of the watered section of the Canal.
- The creation of a slipway to ease ingress to the Canal for recreational boat users.
- A community use for the Higher Wharf area of the Canal.

These discrete project elements have, in the words of the Coastal Communities Fund, the potential to create *new patterns of demand for tourism* through exploiting Bude's *unique selling points and distinctive market niches across a greater proportion of the year*.

### **Bude Safer Cycling**

**Project cost:** c. £170,000

**Timescale:** 1 – 2 years

**Potential partners:** Cornwall Council, Friends of Bude Sea Pool, Bude-Stratton Town Council, South West Coast Path Association.

The Cornwall Delivery and Investment Plan for Bude (2014), identified the need for a Bude town-wide cycle network. This led to the production of a *Bude Walking and Cycling Feasibility Study* (February 2018) which recommended the provision of improved cycle paths and connectivity in the town. The project has been championed by a Bude Divisional Member of Cornwall Councillor. Such paths would help to address issues of children's health and exercise identified earlier in this Economic Plan (page 7). They would also improve disabled access and mobility across Bude. As part of any cycle network improvements, it has been suggested that the footpath by which people access the Bude Sea Pool could be widened to permit cycle access, and lighting provided to make the path safer. The Cornwall Local Plan and the Bude-Stratton Neighbourhood Development Plan both identify the provision of new cycling paths as a priority for the area.

### **Bude Surf Life Saving Club Redevelopment**

**Lead organisation:** Bude Surf Life Saving Club

**Project cost:** £800,000

**Timescale:** 1- 2 years

**Potential partners:** Surf Life Saving GB, Cleaner Seas Project, Cornwall Council

Bude Surf Life Saving Club was the first to be formed in Britain in 1953. The current club house, built in the mid-1970s, no longer meets the needs of the organisation, and the Club is now looking to create a new head quarters. There may be opportunities in building a new venue, to create synergies and add value to other projects in the Crooklets area of Bude. Maintaining and enhancing community facilities, particularly those which help to improve the health of residents, is the aim of a range of strategies and plans for the Bude area. The creation of a new Club Manager post is also proposed.

**Business, Education, Action and Mentoring (BEAM)**

**Lead organisation:** Bude Coastal Community Team

**Project cost:** c. £250,000

**Timescale:** 1 to 2 years

**Potential partners:** Integer Training, Budehaven School, Bude Chamber of Commerce

BEAM would be a collaborative project to tackle identified training, skills and employment needs in the Bude area. It would address:

- Training, pastoral and employment provision for 16 – 24 year olds.
- Support for local small and medium sized businesses.
- The specific difficulties faced by those living in the Bude East Lower Super Output Area.
- The need for business development space, shared work space, subsidised commercial rents and training.

The need to address training, qualifications, education, employment opportunities and workspace is identified in Cornwall Council's Business Plan 2017, the Local Enterprise Partnership's Vision 2030 and the Bude-Stratton Neighbourhood Development Plan.

**The Content Creation Collective**

**Lead organisation:** Content Creative Collective

**Project cost:** c. £666,000

**Timescale:** 2 years

The project aims to elevate local freelance professionals, as well as enabling up-and-coming talented individuals, by establishing a creative and collaborative work-space in Bude town centre where individuals can meet, borrow equipment, network and cross-pollinate each others careers. It will provide a new kind of business structure for the area that will enhance the town centre, reach an international market and create a minimum of 2 jobs as well as empower and benefit the significant number of freelancers living in the Bude area.

**Bude Skate Park**

**Lead organisation:** Bude Skate Park Working Party

**Project cost:** c. £50,000

**Timescale:** 1 to 2 years

**Potential partners:** Airculture, Mount Hawke Skate Park and Surf Academy, Cornwall Council

The existing Bude Skate Park is a valuable recreational sports facility both for local youngsters and an attraction for holiday makers and day trippers. However, the Park is in need of repairs and improvements to:

- Keep it safe for use and avoid it slipping into decline due to safety issues
- Maintain its attraction as a modern facility for skaters of all abilities
- Maintain an acceptable aesthetic avoiding damage to the image of the local surroundings which are a central point for visitors to the beaches

A working party of committed local youngsters is engaged in a design and costing exercise. Support for the project has been established from Mount Hawke Skate Park and Surf Academy – one of the UK's leading indoor Skate Parks, based in St Agnes, as part of their commitment to the establishment of a network of affiliated parks. This will provide advice on design, links to professional specialist contractors and ongoing collaboration including training for improving riders. Design proposals are being provided by local youngsters and engagement is being sought from Bude skate business Airculture – previous sponsors of the proposed redevelopment of the park. Dialogue is underway with Maverick Industries and Wheelscape, specialist contractors, to examine options and guide budgets.

## Other work

- To seek funding to support the creation of a Development Officer/Bid Writer post for Bude, to nurture and secure funding for projects which aim to benefit the area.
- Continue to bring together local authorities, businesses, charities, voluntary organisations, communities and individuals.
- Promote a network of partnerships, enabling opportunities for training and employment.
- Establish links with further and higher education providers to improve relevant skills in the area.
- Establish networks with statutory authorities.





## Short term goals/actions

- In the short term, the Bude Coastal Communities Team will lend its support to those organisations submitting an Expression of Interest to Round Five of the Coastal Communities Fund.
- We will seek funding to create a Development Officer/Bid Writer post for Bude.
- We will encourage wide local participation in the objectives of the Bude Coastal Community Team through holding an open day, inviting the general public, local businesses and organisations to discuss and prioritise projects for the Bude area.

### Performance indicators

By the end of 2018 we:

- Will have supported at least one project to Stage 2 of the Coastal Community Fund Round Five.
- Will have identified alternative sources of funding at least three further projects.
- We will have engaged with, and have as members, over fifty local organisations, businesses and individuals.
- We will have forged stronger links with local authorities and statutory bodies.
- We will have submitted applications for funding to support the creation of a Bude Development Officer/Bid Writer.

## Medium term goals/actions

- To have recruited a Bude Development Officer/Bid Writer.
- We will have worked collectively with local authorities and others to deliver elements of the Bude-Stratton Neighbourhood Development Plan Action Chapter.
- We will seek new options to bring about a knowledge hub for the Bude area.
- We will work to strengthen Bude's position as Cornwall leading Green Tourism destination.
- We will continue to identify emerging projects, schemes and investment which will contribute to the economic development of the Bude area, and create links where synergies appear. We will assist organisations to identify funding.

### Performance indicators

Within five years, we:

- Will have secured funding for ten local organisations to bring their projects to fruition through the assistance of a recruited Bude Development Officer/Bid Writer.
- Will have assisted with the delivery of at least five Actions/Activities within the Bude-Stratton Neighbourhood Development Plan Action Chapter.
- Will have sought premises and funding to deliver a knowledge hub/technology/innovation centre for the Bude area.
- Will have established Bude as Cornwall's leading Green Tourism destination.
- Will have provided advice, assistance, guidance, direction and support to more than fifty local organisations, businesses and individuals.

## Barriers

Attracting funding to deliver any of the potential projects outlined in this Plan could be a barrier. The Bude Coastal Community Team has a limited amount of 'officer' time to dedicate to project development and fundraising – hence the identified need for a Bude Development Officer/Bid Writer. The Bude Coastal Community Team will give whatever assistance it can to those organisations which have projects meeting our aims and objectives, and we will help to signpost organisations seeking to deliver projects to other sources of help.

Planning permissions and building or land acquisition might pose barriers to successfully delivering the aims of this Plan. To overcome this, we will need meaningful engagement with local authorities and statutory bodies.

The seasonal nature of many businesses in the Bude area presents unique challenges to the partnership aims of the Bude Coastal Community Team. In low season, many businesses temporarily close down whilst in high season, businesses are extremely busy and have little spare time to dedicate to partnership working.

## Resources

Delivering the aims of this Economic Plan will take collective effort – from the Bude Coastal Community Team Steering Group and active members. The Coastal Community Team will take an overview of developing projects identified in this Plan, assisting each lead organisation and identifying synergies between projects. It will ensure that the relevant local authorities are kept abreast of projects being developed in the Bude Community Network Area – particularly those projects which match the aims of Cornwall Council's and Bude-Stratton Town Council's plans and strategies for the area – such as the Safer Cycling initiative. Almost all of the projects identified in this Plan will necessarily be delivered by not-for-profit organisations and therefore will require the dedication and goodwill of volunteers – something which Bude excels at. Some of the projects will require significant assistance from land and asset owners in the area, particularly Cornwall Council and Bude-Stratton Town Council.

## Costs

An estimated total cost of the projects outlined in this Plan is £3.4 million.

## Value

The value of this Plan to the Bude area economy is very difficult to estimate. Each of the projects identified has the potential to deliver direct and indirect benefits. A cursory review would suggest the following:

### **The Green Room**

The creation of six new Full Time Equivalent posts.

Providing work to suppliers/construction companies thereby securing or creating new employment.

Strengthening Bude's market position as a green tourism destination, thereby extending the visitor season and securing or creating new employment.

Benefiting not-for-profit businesses and programmes such as ReFILL eco-cup and Happy Turtle paper straws.

### **BLEND Premises**

Providing work to suppliers/construction companies thereby securing or creating new employment.

Providing life-skills, training and activities for Bude's young people, improving their employability and physical and mental health.

Reducing the possibility of anti-social behaviour by providing positive activities for young people to engage in.

Community benefits delivered by the young people themselves, such as charity work.

### **Bude Canal Navigation and Access**

Providing work to suppliers/construction companies thereby securing or creating new employment.

Enhancing Bude unique tourist offer, thereby extending the visitor season and securing or creating new employment.

### **Bude Safer Cycling**

Providing work to suppliers/construction companies thereby securing or creating new employment.

Improving the general physical and mental health of residents, thereby reducing sickness and improving productivity.

Improving public places and providing new attractions for visitors, in-keeping with Bude's growing reputation as a leading Green Tourism destination.

### **Bude Surf Life Saving Club Redevelopment**

The creation of one Full Time Equivalent post.

Continue to train Lifeguards to be employed by RNLI.

Providing work to suppliers/construction companies thereby securing or creating new employment.

Improving the general physical and mental health of residents, thereby reducing sickness and improving productivity.

Enhancing the appearance of Bude's seafront, thereby helping to attract new visitors and protecting against coastal flooding.

### **Business, Education, Action and Mentoring (BEAM)**

Improving the skills, qualifications, work experience, confidence and employability of people in the Bude area, directly benefiting the local economy.

### **The Content Creation Collective**

The creation of at least two Full Time Equivalent posts.

Creating a critical mass of self-employed, freelancers by establishing a creative and collaborative work-space in Bude town centre.

Improving the appearance of the town centre and its attractiveness as a place to do work.

Bring new work opportunities into the town.

### **Bude Skate Park**

Providing work to suppliers/construction companies thereby securing or creating new employment.

Enhancing Bude unique tourist offer, thereby extending the visitor season and securing or creating new employment.

## **Funding**

A variety of sources of funding has been identified for the projects outlined in this Plan. They include, but are not limited to:

Atlantic & Moor Local Action Group (LEADER)

Biffa Award

Big Lottery Fund

Blanchminster Trust

Coastal Communities Fund

Community Led Local Development Funding

Cornwall Council Grow Nature Seed Fund

Crowdfunding

European Regional Development Fund

European Social Fund

Heritage Lottery Fund

SITA Cornwall Trust

## **Maximising resources and minimising costs**

The Bude Coastal Community Team Steering Group comprises representatives from a range of organisations including Bude-Stratton Town Council, Bude Chamber of Commerce, the Friends of Bude Sea Pool, Invest in Cornwall, Integer Training & Cornwall Council. They freely bring their knowledge, skills and resources to the work of the Coastal Community Team. We have benefited from, and will continue to benefit from, time, administration and venues given freely. Through the networking which we undertake – linking groups and individuals together – we intend to avoid duplication of effort.

# Consultation

In our former guise as Bude Business Enterprise Action and Mentoring (BEAM), we undertook the following:

- Engagement with key partners, establishing the needs of the Bude area.
- Consultation with the community and Bude area businesses with regard to issues affecting their prosperity and well being.
- Community collaborative meetings at a range of venues.
- Partnered local Schools and Police to identify current issues involving anti-social behaviour, criminal activity and job opportunities.
- Created a sub-committee to look at establishing a business/education hub within the Tripos Building.
- Worked with 16 - 24 year olds to establish the feasibility of a Bude “Youth Voice” Team and work experience opportunities for local youths.

Our Steering Group meets regularly to review progress and agree relevant actions. Other interested groups and individuals are welcome to attend these meetings for specific topics or if they want to know more about our priorities and activities. Updates are also made available to other partners, Cornwall Council as accountable body, and the Ministry of Housing, Communities and Local Government. Cornwall Council is represented on our Steering Group through Officers and Councillors, and has an advisory role. Our Steering Group has been meeting regularly with representatives of the lead organisations for the projects outlined in this Plan. We will continue to meet regularly with these representatives and any others who have projects which meet the aims of the Bude Coastal Community Team.

**It is the intention of the Bude Coastal Community Team to engage with as many local organisations, businesses and individuals as possible to ensure that this Economic Plan is truly representative of the Bude community.**

# Logistics

## Management and team

Day-to-day administration of the Bude Coastal Community Team is carried out via a Steering Group of membership representatives elected at an Annual General Meeting. Currently the Steering Group meet once a month (or more regularly if there is a pressing need). A smaller quorum meet to discuss particular issues and then report back to the full committee. Several Steering Group members are affiliated to others community organisations in Bude (in some case more than one organisation). They report pertinent information back to their respective groups. Sub-groups meet with representatives of organisations which are developing projects.

## Structure support

This Economic Plan has been developed to complement the aims of a range of local strategies and plans. We will rely upon assistance from organisations such as Cornwall Council to help deliver projects outlined in this Plan, particularly where those projects meet the aims and objectives of Cornwall Council’s Business Plan, the Local Plan or the aims of the Cornwall and Isles of Scilly Local Enterprise Partnership.

## Costs

The estimated cost of recruiting and employing a Bude Development Officer/Bid Writer will be around £30,000 in the first year. It is anticipated that the Officer will seek funding to maintain their post over successive years.

The estimated running costs of the Bude Coastal Community Team over the five years of this Economic Plan is £15,000.

# Sustainability

We hope to continue to grow our membership, attracting new businesses and organisations which can help us to deliver our aims and ambitions.

In partnership with the community, local authorities and statutory bodies, the Bude Coastal Community Team aims to become a sustainable powerhouse, directing the long-term strategic development of the Bude Community Network Area for the social, economic and environmental benefit of one and all.

# Data

The information presented in this Economic Plan has been informed by a range of data gleaned from the following documents and studies:

Bude Community Network Profile – Cornwall Council (2017)

<https://www.cornwall.gov.uk/media/27613252/bude-cna-profile.pdf>

Bude-Stratton Neighbourhood Development Plan 2016 – 2030 – Bude-Stratton Town Council (February 2016)

<http://www.budestrattonnp.org/beta/wp-content/uploads/2015/12/Bude-Stratton-Neighbourhood-Plan-with-post-examination-amendments.pdf>

Compilation of child poverty local indicators, update September 2017 – Centre for Research in Social Policy, Loughborough University (January 2018)

[http://www.endchildpoverty.org.uk/wp-content/uploads/2018/01/South-West\\_LA-and-ward-data-1.xlsx](http://www.endchildpoverty.org.uk/wp-content/uploads/2018/01/South-West_LA-and-ward-data-1.xlsx)

Cornwall Council - Our aims for 2017 - A summary of our business plan to help deliver a sustainable Cornwall (February 2017)

<https://www.cornwall.gov.uk/media/27152056/cc-business-plan-2017-web-layout-our-aims-june-2017.pdf>

Cornwall Council Interactive Mapping

<https://www.cornwall.gov.uk/community-and-living/mapping/>

Cornwall Investment and Delivery Plan (Bude) – Cornwall Council (March 2014)

<https://www.cornwall.gov.uk/environment-and-planning/planning/planning-policy/adopted-plans/evidence-base/infrastructure-planning/cornwall-delivery-plan/>

Cornwall Local Plan Strategic Policies 2010 – 2030 Community Network Area Sections – Cornwall Council (December 2016)

<https://www.cornwall.gov.uk/media/28188310/local-plan-cna-sections-pr2.pdf>

Cornwall Towns 2012 Tourism Volume and Value Estimates – Visit Cornwall (2012)

[https://www.visitcornwall.com/sites/default/files/generic\\_files/Cornwall%20Towns%20impact%20of%20tourism%20research%202012.pdf](https://www.visitcornwall.com/sites/default/files/generic_files/Cornwall%20Towns%20impact%20of%20tourism%20research%202012.pdf)

Local Insight Profiles for Bude Community Network Area, Newquay Town, Padstow and Cornwall - Oxford Consultants for Social Inclusion (January 2018)

<https://cornwall.communityinsight.org/>