

COASTAL REVIVAL FUND APPLICATION FORM

Please read the July 2015 Coastal Revival Fund prospectus before completing this form. The prospectus is available at www.gov.uk/government/publications/coastal-revival-fund-bidding-prospectus-and-application-form

SECTION 1: Contact Details		
1.1 Lead Contact for the application	Mark Williams	
1.2 Role and organisation of the lead contact	Town Clerk, Falmouth Town Council	
1.3 Contact Address	Municipal Buildings, The Moor, Falmouth, Cornwall TR11 2RT	
1.4 Telephone number(s) (a) Office (b) Mobile	(a) 01326 315559	(b)
1.5 Email address of lead contact	MarkWilliams@falmouthtowncouncil.com	
1.6 Are you applying on behalf of a Coastal Community Team? If yes, which one?	Falmouth Area Coastal Communities Team	

SECTION 2: Local Authority (LA) Contact Details	
The Department will <u>only</u> consider applications that have support from a local authority for the area, as grant funding will be paid to a LA on behalf of the project. Please attach a letter from the authority confirming that they are willing to act as the 'accountable body' for the funding. Anyone who is having difficulty engaging with their local authority can contact DCLG at: coastalcommunities@communities.gsi.gov.uk	
2.1 Name of local authority	Cornwall Council
2.2 Main LA contact - name and main role (if different from 1.1)	Mark James, Communities & Devolution Team Manager (West) Falmouth, Penryn Community Link Officer
2.3 LA Address (if different from 1.3)	Customers and Communities Communities and Organisational Development Directorate Cornwall Council Room 4S, New County Hall, Truro TR13AY

2.4 LA contact telephone numbers (if different from 1.4) (a) Office (b) mobile	(a) 0300-1234-100	(b) 07528983265
2.5 Email address of LA contact (if different from 1.5)	mjames2@cornwall.gov.uk	

SECTION 3: Communications/ Media Details

3.1 Lead Contact for press/ communications/ advocacy	Jonathan Griffin	
3.2 Contact Address	22 Trevellan Road, Mylor Bridge, Falmouth, Cornwall TR11 5NE	
3.3 Telephone number(s) (a) Office (b) Mobile	(a) 01326 374594	(b) 07971 497004
3.4 Email address of lead contact	all@allgriffs.com	
3.5 Pen Picture – please describe the project in a manner suitable for a media release (maximum 40 words)	Funding work that's needed to help create the economic plan behind a Falmouth bid to the Coastal Communities Fund, and for the Neighbourhood Plan, which will work together. It will look closely at the waterside area and town centre.	
3.6 Name of your local MP(s)	Sarah Newton MP	

SECTION 4: Overview of project

4.1 What would you like to call your project?	FALMOUTH 2030
4.2 What is the nature of your project (e.g. reviving a pier, regenerating a square)	Technical studies and assessments for Harbourside revival – covering the historic core of the waterside leisure, commercial and tourism area of Falmouth.

4.3 Where is your project based? Please also include a postcode for the project location.	FALMOUTH, CORNWALL: The whole of the harbour waterside area from the sea/river frontage back to the main thoroughfare running parallel with it is regarded as the coastal asset of importance locally and nationally. (See attached map). Includes part of TR11 2, 3 and 4 postcode sectors
4.4 What is the aim of your project? Please give a brief summary of the overall purpose of your project. (1-2 sentences)	To take Falmouth forward into the 21 st Century through a strategy that builds on the town's unique and traditional sea-port character whilst providing exciting new opportunities for housing, retail, tourism, industry and bringing improved environment and facilities for its residents. To do so in a way that ensures that the town becomes a sustainable place to live, work, visit and learn in.
4.5 Who/ which organisation will lead the project?	Falmouth Town Council
4.6 Who/ which other organisations will be involved in the project?	<ul style="list-style-type: none"> • A&P Ports (Falmouth) • Cornwall Council • Cornwall Marine Network • English Heritage (Pendennis Castle) • Falmouth Bay Residents Association • Falmouth BID • Falmouth Civic Society • Falmouth and District Hotels Association • Falmouth First CIC • Falmouth Harbour Commissioners • Falmouth Tall Ships Association • Falmouth Town Council • Falmouth Town Team • National Maritime Museum Cornwall • Pendennis Shipyard
4.7 How much money are you bidding for?	£30,000
4.8 Are you involved with any other bids to the Coastal Revival Fund? If yes, please give the names of these projects.	YES – ROYAL CORNWALL POLYTECHNIC SOCIETY (RCPS) BUILDING REGENERATION PROJECT – also submitted by FACCT.
SECTION 5: What are the key priorities for your coastal area?	
Please summarise the key priorities for the coastal area and how your project relates. For example, this could link to a Coastal Community Team bid proposal or Local Enterprise Partnership plans. (maximum 300 words)	

The project links to the FACCT bid proposal to create a unifying economic plan for Falmouth (see FACCT bid section 7.1).

The increased attractiveness of the area to visitors and for inward investment ultimately resulting from the project will contribute to the **Cornwall LEP Strategy** priorities of inspiring business to achieve their national and global potential (P1), creating great careers in Cornwall (P2), creating value out of knowledge (P3) and using the natural environment responsibly as a key economic asset (P4).

The project will also meet priorities that are set out in the **Cornwall Maritime Strategy to 2030 Vision** including supporting neighbourhood planning and regeneration initiatives, including the creation of employment opportunities, that maintain and enhance the viability and vibrancy of coastal towns and villages (D5), recognising, protecting and developing the 'working harbour' role of Cornwall's estuaries, ports and harbours (E), ensuring that ports and the coast accommodate the promotion of leisure/ recreational activities and coastal access without adverse effects on economic activity and environmental quality (E6), and promoting/supporting maritime natural, historical and cultural activities and events to celebrate Cornwall's distinctive environment and heritage. Further encourage maritime-based arts and cultural activities, including festivals, events and venues (G9).

SECTION 6: What does your project involve?

Please summarise what you plan to do and what this bid money would fund. If your project is part of a wider, longer-term project then please briefly set out the aims of the wider project and how the part that will be funded through the Coastal Revival Fund fits into these broader plans. (maximum 300 words)

Many initiatives in Falmouth in recent years have come forward with strategies and concepts for improvement. These include a Community Plan, a Conservation Area Plan, and the Port of Falmouth Master Plan. There are also a number of bodies active in promoting regeneration and community services, including the Falmouth BID, the Town Council's Town Management team), and RCPS. The Falmouth Civic Society works positively on the preservation and enhancement of the town. This enormous energy and imagination is now being brought together through the Town Council's Neighbourhood Plan (NP) initiative and the work of the Falmouth Area Coastal Community Team (FACCT), which has been established to coordinate thinking, strategies and projects to maximise the benefits of the town's waterside location.

FACCT, partly funded by the CCF, will bring forward a comprehensive economic strategy, known as Falmouth 2030, in January 2015. Alongside and co-ordinating with this the Neighbourhood Plan will be developed, to deal with the land-use aspects of the economic plan. The masterplan arising from this work will form the basis of a bid into the Coastal Communities Fund, the EU growth Fund, and other sources such as Heritage Lottery funding.

The emerging aim of these jointly contingent plans is taking Falmouth forward into the 21st Century through a strategy that builds on the town's unique and traditional sea-port character whilst providing exciting new opportunities for housing, retail, tourism, and industry and bringing improved environment and facilities for its residents.

This CRF bid is intended to fund some of the technical studies and assessments required to develop both Plans. These include:

- Development of public realm improvement concepts and communication of them through mapping and graphic presentation as an aid to community engagement
- Detailed physical survey and assessment of opportunity sites identified through the NP
- Updated character analysis and 'narrative of place' assessment of seafront and town centre.

SECTION 7: The following section asks for information on how your project will meet the criteria for the Coastal Revival Fund

7.1 The value, importance or local regard for the site, structure or asset

The project involves a site or asset which is of particular value locally. Applicants are asked to explain the local value of the asset or site and why it would justify investment. The value does not need to be financial. It could, for example, set out the history behind the project and identify whether it is considered 'at risk'.
(maximum 400 words)

The whole of the harbour waterside area from the sea/river frontage back to the main thoroughfare running parallel with it is regarded as the coastal asset of importance locally and nationally. Whilst many of the buildings are in private ownership, the area includes an extensive public realm and opportunity sites in public ownership.

Falmouth's maritime history is rich, and features in the popular imagination as an important 'Packet Port' during the days of sailing ships. However, unlike many important ports which developed out of recognition, at its heart it has retained its essential 18th and 19th century sea-port character. It is this area, with its variety of buildings, opes (the narrow openways running down to the sea) and alleyways, glimpsed views of the sea, the small harbour and busy piers, provide a human-scale and visual interest that is cherished by local residents. This very special character is also a key part of the 'offer' of Falmouth as a tourism destination and centre for maritime recreation. The attractive built environment is as important as the surroundings superb natural setting in supporting a lifestyle image that attracts important inward investment, particularly in higher value activities, and helps to multiply the benefits brought by the Town's proximity to the Falmouth and Penryn university campuses.

However, these qualities are at risk. Many of the structures and buildings are very old, and despite a successful HERS scheme in the 1990s, there is much decline. Public realm areas are also declining or feature sadly inappropriate design, whilst connectivity to and through the centre is poor. There is growing vehicular/pedestrian conflict in the core of the town, and associated noise and air pollution. Some opes and alleyways are neglected and represent a community safety issue.

Investment in addressing these issues will help reverse decline, create opportunities for community activities, and enhance future economic opportunities.

Within this area lie several vacant/underused 'brownfield' sites that could easily fall to inappropriate uses, but also offer fantastic opportunities to tackle the problems, enhance the cherished heritage asset that the town and seafront present, and provide facilities that will help to make Falmouth a more vibrant and attractive waterfront town.

The strategy necessary to tackle these issues will involve land use measures – through the Neighbourhood Plan – to control development and identify 'opportunity sites'- and positive interventions – through the CRF and the CCF and other sources - to support regeneration of the public realm and support the development of 'opportunity sites'.

7.2 Delivering a community benefit from the revival

The Coastal Revival Fund is intended to boost coastal assets for the benefit of the community as a whole. Please use this section to set out how the project will help to deliver benefits to those living locally, as well as to those visiting or working in the area. Please set out a) the intended community benefit, b) the scale of the impact and c) how you will make sure the benefit is achieved. Some inclusion of quantified information would be particularly useful. (maximum 400 words).

The intended community benefit:

1. Initially, in terms of vital information to allow for the development of new initiatives to aid the revival of the target area.
2. In longer term, retention of the essential and special character of Falmouth
3. Improved environment and facilities for local residents, including better disability access and safer pedestrian circulation, reduced noise and air pollution.
4. Improved environment and facilities for tourists, including better disability access and safer pedestrian circulation, reduced noise and air pollution

Scale and impact:

1. Initially the scale will be limited to a series of studies/assessments that will contribute to the overall project.
2. However, in the longer term, a substantial overarching investment and intervention strategy will emerge that brings substantial benefits to the area and may be valued at several £2m to £5m depending on the options selected.

Ensuring benefit is achieved:

1. Delivery of the initial project products will be managed through the FACCT team via Cornwall Council as the accountable body
2. Contracts will therefore be let through Cornwall Council procurement rules and managed through its financial systems. Thus Cornwall Council will therefore be responsible for securing delivery of the products.
3. In terms of the longer term benefits, the NP elements will be delivered through the Town Council management of the Plan. Appropriate delivery arrangements for any ensuing major projects will be built-in to the submissions to the CCF and EC Growth Fund etc., according to their requirements.

7.3 Delivering an economic benefit from the revival

The Fund is intended to help improve the economic sustainability of coastal assets and coastal communities more broadly. Please use this section to set out what economic benefits your project will have and, in particular, if it is likely to lead to additional jobs or training opportunities. Please cover a) the intended economic benefit, b) the scale of the impact and c) how you will make sure the benefit is achieved. Some inclusion of quantified information would be particularly useful. (maximum 400 words).

The intended economic benefit:

1. Retention of existing visitor base
2. Increase in numbers of visitors
3. Extension of visitor season
4. Enhancement of reputation of Falmouth as tourism destination and therefore ability to increase value of existing tourism income multipliers
5. Enhanced resident and visitor spend within area as a result of wider range of retail and service offer
6. Increased inward investment in businesses/greater number of higher value businesses
7. Investment in public realm
8. Investment in publicly and privately owned structures and buildings
9. Increase in both service sector and higher value employment

The scale of the impact

1. Initial reviews suggest that a 5-10% increase in visitor numbers, up to 10% increase in jobs through workhub spaces and the creative industries accommodated in regenerated buildings and on small brownfield sites, and an increase in managed student accommodation adding to the vitality and viability of the town
2. Looking forward, the project will underpin the future development and impact of Falmouth's greatest urban asset: the waterfront

Ensuring benefit is achieved:

1. Delivery of the initial project products will be managed through the FACCT team via Cornwall Council as the accountable body
2. Contracts will therefore be let through Cornwall Council procurement rules and managed through its financial systems. Thus Cornwall Council will therefore be responsible for securing delivery of the products.
3. In terms of the longer term benefits, the NP elements will be delivered through the Town Council management of the Plan. Appropriate delivery arrangements for any ensuing major projects will be built-in to the submissions to the CCF and EC Growth Fund according to their requirements.

7.4 Local support

Please set out what support your project has from the local community and how you know this, e.g. what consultation has there been about your project and what local organisations or groups are involved? If this bid is not from a Coastal Community Team and there is a Team for the area, please state whether or not they are supportive of the project. (To find out if there is a Coastal Community Team for the area please contact the Department for Communities and Local Government). (maximum 300 words).

In 2009 the Falmouth and Penryn Community Plan was drawn up following extensive community consultation, leading to outline objectives in that plan to:

- Tackle degraded public realm, make better use of use of the waterside, and make the town much easier to move around in especially for pedestrians and cyclists.
- For the town centre to be a vibrant economic and social space, traffic needs to be kept out whilst recognising that access has to be easy for shoppers and diners.

During spring/summer 2015 an extensive community engagement was conducted as part of the Neighbourhood Plan process. There were over 1300 responses to the questionnaire. When asked 'How would you like Falmouth to be described in 15 years' time?' the top answers were friendly (68%), safe (63%), attractive (54%), sea-port (50%), prosperous (47%, and vibrant (47%). Some 75% identified a lack of retail offer and range of services within the town, whilst 74% said that waterside locations should be protected for use by sea-based businesses and maritime tourism. When asked what they thought would be the most important aspects of town centre redevelopment, the most popular answers were better access to the waterfront, easy pedestrian access, connectivity with other parts of town centre (footpaths etc), and open spaces and community facilities. Matching the scale and character of surrounding building and respecting the existing urban pattern of streets and alleyways were the mostly highly rated design aspects.

SECTION 8: Prioritisation Criteria

Should the Fund be oversubscribed, it may be necessary to consider the following issues:

8.1 Unlocking further charity or private investment

Please set out whether work carried out under the Coastal Revival Fund would help you attract other sources of charity or private funding. Please explain the likelihood of further investment, and (if known) briefly give the amount, from whom and for what. This can include both match-funding for this stage of your project (which is requested in more detail in section 9.2) or your work to attract capital funding for future stages of the revival. (maximum 250 words)

In the longer term the CRF funding will create an opportunity for the masterplan arising from this work to form the basis of a bid into the Coastal Communities Fund, the EU Growth Fund, and other sources such as Heritage Lottery funding. It is anticipated that by the use of positive planning policies in the Neighbourhood Plan acceptable alternative uses for opportunity sites will come forward with wholly private funding or only small public sector contributions.

8.2 National Heritage List for England?

Please set out whether the site or asset is on a heritage at risk list:
www.historicengland.org.uk/listing/the-list (maximum 150 words)

None

SECTION 9: Proposed Outputs and Project Delivery

9.1 Applicants should set out a high-level breakdown of how the Revival funding would be used. Only the costs that are intended to be met through the Coastal Revival Fund need to be covered.

Funds may be spent on improvement or regeneration of structures, or any other works that meet the criteria outlined in the prospectus, including professional advice in relation to a building, asset, structure or public space, e.g. feasibility studies, legal advice on development of a structure, architectural surveys etc.

The funding cannot be spent on things like salaries, training, venue hire, volunteer expenses, monitoring and evaluation. If your project includes these types of costs then they will need to be met from another source.

Item	Amount	Date of expenditure
Development of public realm improvement concepts and communication of them through mapping and graphic presentation	£5,000	December 2015/March 2016
Detailed condition survey and assessment of opportunity sites identified through the NP	£15,000	November 2015/January 2016
Updated character analysis and 'narrative of place' assessment of seafront and town centre.	£10,000	October/November 2015
(Please add more lines as required)		

9.2 Match funding

If the total costs of your project are more than you are bidding for from the Coastal Revival Fund, please briefly set out how these other costs will be met, and how much they are. (maximum 200 words)

No match funding involved. However, the CRF funding will sit alongside Neighbourhood Plan funding from DCLG/Locality of £8,000 plus technical support from the same source valued at £6,000. The latter will provide advice covering master planning matters that will be particularly related to the funding requested in this application for technical assessments, and support the work to bring forward a comprehensive economic strategy, known as Falmouth 2030, in January 2015

9.3 Project delivery

Please set out who/ which organisations will be responsible for delivery of the project and what expertise and experience they have to be able to deliver the project effectively. (maximum 100 words)

Project delivery will be through the Falmouth Town Council with the support of Cornwall Council. The Town Council has extensive experience of running local services and delivering initiatives that are grant aided from a variety of sources.

9.4 Transparency

Please explain how and when all aspects of the project will be made publicly available. (maximum 100 words)

- Through Fathom – the Falmouth Town Council newsletter
- Through members' newsletters
- Through social media channels – including the Falmouth Town council webpage and the Falmouth neighbourhood Plan website and Facebook page
- Through local media - Press releases at each milestone.

9.5 Confirmations

Please write 'yes' in the sections below to confirm that:

A) Details of the projects and progress will be made available to the Department for Communities and Local Government:

YES

B) All Coastal Revival Fund grants would be spent by 31 March 2016:

YES

C) The project complies with State Aid under European Union Law:

YES

D) The letter from your local authority has been included with your application:

YES

This form needs to be submitted along with a letter from your local authority agreeing to act as the accountable body for the funding. Please do not send any other additional documents.

The closing date for applications is 23:49 hours on Monday 14 September 2015.

Applications are preferred electronically to coastalcommunities@communities.gsi.gov.uk but will be accepted in hard copy. Any application made in hard copy should be sent to the following address:

Coastal Revival Fund
Coastal Communities Team
Department for Communities & Local Government
3rd Floor, Fry Building
2 Marsham Street
London
SW1P 4DF

Hard copies must also arrive no later than Tuesday 15 September 2015.

Any queries can be directed to: coastalcommunities@communities.gsi.gov.uk.