

Creating Coastal Powerhouses

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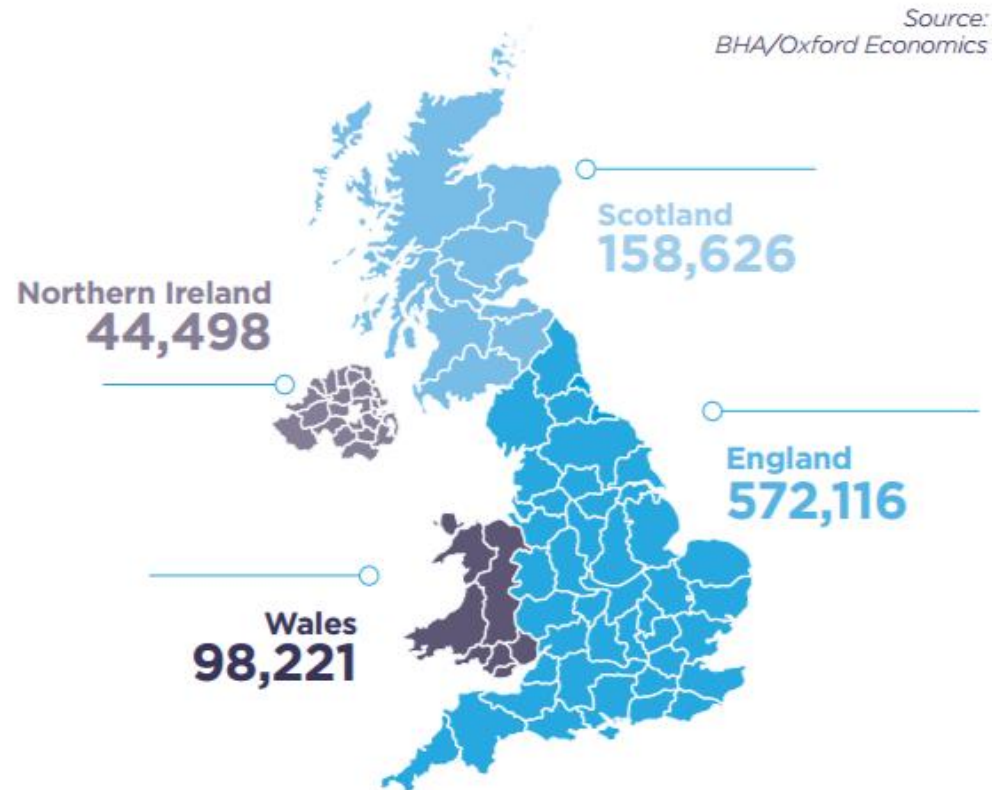
Unleashing our great national asset

- Working with Government and partners to deliver a comprehensive strategy to attract the investment which our coastal communities need to reach their full economic and social potential.
- Using the coastal hospitality and tourism industry to leverage and catalyse the wider local economy.

South West and Coastal Employment

Research by BHA/Oxford
Economics (2015)

- 288,000 employed in hospitality in the South West (10% of employment)
- Nationally 572,000 employed in hospitality across English coastline
- One third (34%) of the workforce is under 25 years of age, compared to 12% in the economy as a whole.
- Hospitality accounted for 17% of UK net employment growth between 2010 and 2014



Creating Coastal Powerhouses

- Appoint Seaside Tsar and Establish Coastal Action Groups to deliver co-ordinated local response and investment strategy
- Create a progressive tax environment and Enterprise Zones to incentivise investment
- Prioritise investment in critical infrastructure and improve broadband, rail and road connections, and protect against the threat of rising sea levels.
- Improve education and training provision for a variety of sectors.
- Support Local Authorities with social issues and housing problems

Thank you



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