

## Update on Seafront Strategy Scrutiny Review

The report should have been submitted to this (December) Services Scrutiny Committee, but has been delayed because the officer writing the report has been working full-time on the Sea Change bid. The report will now be submitted to the Committee in March.

The report will update the existing strategy, rather than re-write it. However, many new ideas have merged since the original strategy was produced, and these will be included in this report.

It will look at the seafront as a 'charm bracelet' – a collection of different, individual attractions and facilities strung together to make a whole. It will make the point that trying to deal with the whole of the seafront in one big plan cannot work – rather, each individual 'charm' needs to be improved or replaced as opportunities arise.

The report will consider the way the seafront is funded – where the money comes from, and what it's spent on. It will also give a potted history of the development of the seafront.

It will look at common themes along the seafront, aspects that can help to provide unity (the string that holds the charms together). This includes seafront lighting, planting, street furniture, railings, and waymarking.

The report will also look at the seafront from end-to-end, considering all the individual structures and areas along the seafront, what needs to be done and what opportunities there are for doing it.

It will also identify some exciting new ideas, including:

- Replacement of the Stick of Rock lighting with brighter, more economical second generation Stick of Rock lights.
- Proposals for developing bottle alley as retail units and hi-tech beachhuts/business units, with a boardwalk in front;
- Plans for the short-term reopening of the upper part of White Rock Baths as a café.

All will be revealed in March ...

Cllr. Peter Chowney