

# Charity Committee Agenda

Monday, 14 June 2021 at 6.00 pm

Council Chamber, Muriel Matters House, Breeds Place, Hastings, TN34 3UY.

For further information, please contact Democratic Services on 01424 451484 or email: [democraticservices@hastings.gov.uk](mailto:democraticservices@hastings.gov.uk)

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1.	Apologies for absence	
2.	Declarations of interest	
3.	Minutes of previous Charity Committee	1 - 10
4.	Notification of any additional urgent items	
5.	Welcome Back Fund <i>(Kevin Boorman, Marketing and Major Projects Manager)</i>	11 - 18
6.	Foreshore Trust Finance update <i>(Kit Wheeler, Chief Accountant)</i>	
7.	Feedback from Coastal Users Group	
8.	Urgent items (if any)	

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# Agenda Item 3 Public Document Pack

## CHARITY COMMITTEE

29 MARCH 2021

Present: Councillor O'Callaghan (Chair), Councillor Batsford (Vice-Chair) and Councillor Rogers. James Cook (The Protector). Andrew Colquhoun (GAP Chair)

### 79. APOLOGIES FOR ABSENCE

None received.

### 80. DECLARATIONS OF INTEREST

None received.

### 81. MINUTES OF PREVIOUS CHARITY COMMITTEE

**RESOLVED** – that the minutes of the Charity Committee meeting held on 13<sup>th</sup> July 2020 be approved as a true record.

### 82. NOTIFICATION OF ANY ADDITIONAL URGENT ITEMS

None received.

### 83. FORESHORE TRUST SMALL & EVENTS GRANTS ROUND 4 2021-22 RECOMMENDATIONS

The Assistant Director, Regeneration and Culture, submitted a report to present the recommendations of the Grants Advisory Panel (GAP) in respect of applications for the Small and Events Grants Round 4 2021-22. A total of £52,499 is proposed to be allocated, which is made up of the £45,000 budgeted for the round and the underspend of £7,499 from two previous awards that were not contracted.

The Chair of the Grants Advisory Panel presented his report detailing the applications and recommendations.

Thanks were extended to the GAP for their time and effort put into assessing the application. The GAP chair also extended his thanks to the officers for their assistance and for making the process as smooth as possible.

Councillor Batsford proposed a motion to approve the recommendations in the report, seconded by Councillor Rogers.

#### **RESOLVED (unanimously):**

1. Consider for approval the Small and Events Grants Round 4 2021-22 recommendations of the GAP as set out in Appendix 1 (with projects listed in Appendix A)
2. Agree budget provision as detailed in Appendix A.

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### **Reasons for Recommendations**

The Grant Advisory Panel has appraised the merits of the applications received for Small and Event Grant support and has made a number of recommendations for grant awards that can be funded from the available 2021-22 budget.

### **84. FORESHORE TRUST LARGE GRANT PROGRAMME RECOMMENDATIONS**

The Assistant Director, Regeneration and Culture, submitted a report to present the recommendations of the Grants Advisory Panel (GAP) in respect of applications for the Large Grant Programme recommendations. Urgency provisions were utilised for this report, and it was agreed earlier, due to the requirement to notify successful grant applicants as soon as possible in time for them to set up new services for the beginning of the upcoming financial year. Although the report had previously been agreed, the budget allocation is still subject to agreement of the budget report which is to be received later in this meeting.

The Chair of the Grants Advisory Panel presented his report detailing the applications and recommendations.

The committee affirmed the decision which had previously been made under urgency provisions.

### **85. HASTINGS LIFEGUARD CONTRACT**

The Marketing and Major Projects Manager submitted a report giving an update on the performance of the Royal National Lifeboat Institution (RNLI). The report also recommends that Hastings Borough Council and the Foreshore Trust enter into a new three year agreement with the RNLI, for them to provide a beach lifeguard service for the 2021-2023 seasons.

Councillor Rogers proposed a motion to approve the recommendations in the report, seconded by Councillor Batsford.

### **RESOLVED (unanimously):**

1. That HBC and the Foreshore Trust enter into a new three year agreement with the RNLI for the RNLI to provide a beach lifeguard service at Hastings for the 2021 – 2023 (inclusive) seasons and they are appointed without going through the competitive tendering procedures, subject to cabinet agreement.
2. That authority is delegated to the assistant director of regeneration and culture or her nominee to conclude the necessary legal agreements.

### **Reasons for Recommendations**

1. Because the RNLI, the 'gold standard' of lifesaving at sea, is able to provide a better service at better value than we can provide in-house.

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### **86. FORESHORE TRUST ANNUAL REPORT AND FINAL ACCOUNTS 2019-20**

The Chief Accountant submitted a report presenting the 2019/20 annual report and final accounts for the committee's consideration. It has not been possible to present this report sooner due to the reliance of the Foreshore Trust's external auditors, Manningtons, on the external auditors of Hastings Borough Council's own accounts and the impact of COVID-19 and the subsequent knock on impacts on the auditors workload. The Foreshore Trust's auditors didn't raise any significant issues with the accounts.

Councillor Rogers proposed a motion to approve the recommendations in the report, seconded by Councillor Batsford.

#### **RESOLVED (unanimously):**

To agree the Annual Report and Financial Accounts 2019-20

#### **Reasons for Recommendations**

The Council has the responsibility for the proper management of the financial affairs of the Trust. In doing so it complies with Accounting Codes of Practice and the high standards required for the accounting of Public money.

The Council as Trustee, through the Charity Committee, is authorised to approve the annual report and accounts which is normally done by the 30<sup>th</sup> September each year but the outbreak of Covid19 meant an extension was required and the accounts will now be presented for approval on 29<sup>th</sup> March 2021.

### **87. FORESHORE TRUST 2021/22 BUDGET AND FINANCE REPORT**

The Chief Accountant submitted a report presenting the current year's financial position and to determine the budget for 2021/22. The current financial situation has been impacted heavily by COVID-19 and the lockdowns. Further updates have been received today and the shortfall on parking income is likely to be £392,000 against the budget, which will impact future years. Efforts have been made by officers to reduce expenditure and minimise risk, mitigate costs and loss of income, although additional costs have been incurred for cleaning, keeping public conveniences open and ensuring COVID-19 restrictions are adhered to.

Due to the continued uncertainty around the future levels of income, there will be continued impact into the next financial year. Therefore, approval is only being sought for this year's budget, and not future years, as the full year impact is still unknown. A review of all Foreshore Trust areas will be undertaken by officers. The risk register and the Trust's plan will be updated and presented to the next committee meeting.

Councillor Batsford proposed a motion to approve the recommendations in the report, seconded by Councillor Rogers.

#### **RESOLVED (unanimously):**

1. To agree the current financial position for 2020/21.

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2. Approve the budget for 2021/22.
3. Financial monitoring reports continue to be presented to each meeting of the Charity Committee.
4. A full Financial and Business Plan review of future years be conducted once Final Financial position for 2020/21 is confirmed.
5. No increase in car parking charges for 2021/22.

### **Reasons for Recommendations**

The Council has the responsibility for the proper management of the financial affairs of the Trust. In doing so it complies with Accounting Codes of Practice and the high standards required for the accounting of Public money.

A deficit above budget expectations is anticipated for 2020/21 in respect of operating income and expenses. Once grant and project costs are taken into account a deficit of £392,000 is anticipated against a budgeted deficit of £48,000.

(The Chair declared the meeting closed at 6:25pm)

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## CHARITY COMMITTEE

29 MARCH 2021

Present: Councillor O'Callaghan (Chair), Councillor Batsford (Vice-Chair) and Councillor Rogers. James Cook (The Protector)

**88. WELCOME FROM THE CHAIR OF THE CHARITY COMMITTEE, COUNCILLOR MARGI O'CALLAGHAN**

The Chair welcomed those present to the meeting.

**89. TRUSTEE ANNUAL REPORT AND ACCOUNTS FOR THE YEAR 2019/20**

The Chief Accountant submitted a report adopted at the Charity Committee meeting held at 6:00pm earlier in the evening.

The Chief Accountant presented the report to the committee.

The Chief Finance Officer expressed his thanks to the Chief Accountant and the rest of the Finance team for putting their hard work in pulling the accounts together and to the external auditors, Manningtons, in what has been a difficult period. The committee also thanked officers for their guidance and hard work.

**RESOLVED (unanimously):**

To agree the Annual Report and Financial Accounts 2019-20

**Reasons for Recommendations:**

The Council has the responsibility for the proper management of the financial affairs of the Trust. In doing so it complies with Accounting Codes of Practice and the high standards required for the accounting of Public money.

The Council as Trustee, through the Charity Committee, is authorised to approve the annual report and accounts which is normally done by the 30<sup>th</sup> September each year but the outbreak of Covid19 meant an extension was required and the accounts will now be presented for approval on 29<sup>th</sup> March 2021.

**90. PUBLIC QUESTION TIME (30 MINUTES)**

A notice had been placed in the local newspaper inviting written questions. The Legal Adviser to the Charity Committee presented the questions that were received. The answers have been sent to the questioners earlier today:

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### Questions from Mr Hurrell:

On the 22/05/2019 appeal hearing APP/B1415/X/18/3203560 / APP/B1415/X/18/3209886 for Certificate of Lawful Use application HS/EX/18/00485 granted the area the status of an “amusement park” and conferred permitted development rights on the area.

I would be grateful to answers to the following questions:

1. When will the footpath permission granted permission under HS/FA/18/01009 be built?
2. Does the appeal decision mean that the footpath granted permission under HS/FA/18/01009 does not need to be built?
3. Does the appeal decision mean that public access is no longer to be maintained in the amusement park?
4. What measures has the FT taken to protect access across the land that falls to the East of the boating Lake?
5. Has the FT as landowner granted permission for the new fence blocking the site from the South?
6. Will the FT as owner of the land ensure that public access is protected?

### Answers:

Planning application no HS/FA/18/01009 included ‘Proposed new formalised and landscaped pedestrian footpath from adjacent to shelter to beach front access and enlargement of amusement park to incorporate land where current footpath is located.’ The application was determined by the Planning Committee on 6th March 2019 and planning permission was granted. The application for a Certificate of Lawful development for existing use as an Amusement Park (HS/EX/18/00485) was refused by the Council on 9th August 2018. The Applicant’s appealed to the Planning Inspectorate and the appeal was allowed resulting in the Lawful Development Certificate being granted thereby classifying the site as an amusement park benefiting from permitted development. Part 18 of the Town and Country Planning (General Permitted Development) (England) Order 2015 permits the following development, subject to the listed restrictions, in amusement parks:

Class B – development at amusement parks

B. Permitted development

Development on land used as an amusement park consisting of—

(a) the erection of booths or stalls or the installation of plant or machinery to be used for or in connection with the entertainment of the public within the amusement park; or

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(b) the extension, alteration or replacement of any existing booths or stalls, plant or machinery so used.

Development not permitted

B.1. Development not permitted

Development is not permitted by Class B if—

(a) the plant or machinery would—

(i) if the land or pier is within 3 kilometres of the perimeter of an aerodrome, exceed a height of 25 metres or the height of the highest existing structure (whichever is the lesser), or

(ii) in any other case, exceed a height of 25 metres;

(b) in the case of an extension to an existing building or structure, that building or structure would as a result exceed 5 metres above ground level or the height of the roof of the existing building or structure, whichever is the greater; or

(c) in any other case, the height of the building or structure erected, extended, altered or replaced would exceed 5 metres above ground level.

In response to your specific questions:

1. This is not a question for the Foreshore Trust as it is a matter for the Applicant / Tenant of the site. Condition 1 of the planning permission granted states that 'The development hereby permitted shall be begun before the expiration of three years from the date of this permission.'
2. The appeal decision authorises the use as an Amusement Park only (as defined by Class B, Part 18, Schedule 2 of the Town and Country Planning (General Permitted Development) Order 2015 (as amended). It is a separate issue to the permission granted under HS/FA/18/01009 and therefore not related.
3. The appeal decision authorises the use as an amusement park only, giving them permitted development rights under Class B set out above. Again, this is a separate issue to the planning permission or the footpath within.
4. If this refers to the tarmac area from the road to the beach then the Trust position is that as Landlord it would not grant consent to fence this access off.
5. The Trust has not given consent to a new fence that would permanently block the tarmac area off. There is temporary (Heras) fencing in place to prevent access to the tarmac area until works are completed. The Trust has granted consent for the works and the temporary fencing is in place for safety reasons.
6. See above.

### Questions from Mr Lewcock:

1. What submissions has the Foreshore Trust made or does it intend to make on the draft Hastings Local Plan to ensure that its independent objectives will be protected and enhanced?

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2. If the submissions for the Hastings Town Deal Board are accepted by the Government and the Town Deal Board is reconstituted as proposed, will the Foreshore Trust seek representation on the Board?

### Answers:

1. The chair of the charity committee sits on HBC cabinet on behalf of the Charitable Trust and, alongside the other members of the charity committee, engaged in the planning and development of the Reg 18 draft consultation version of the new local plan which has just completed.
2. The trustee of the charity is accountable body for the towns fund. Decisions re Head of Terms and other items regarding the towns fund will come to Cabinet and can be discussed at full council.

If a member of the committee also sat on the town deal board there would be issues regarding conflict of interest at Cabinet, Council and potentially at the Charity committee for decisions regarding investment on Foreshore Trust land. It is therefore inadvisable to seek representation on the town deal board for a member of the charity committee.

### Questions from Mr Davis:

1. As we now know, and the Council have accepted, we live under the threat of climate change which will mean both sea level rise and rain events of increasing density/regularity.
2. Depending on your chosen source of information it is likely that Hastings town centre (around the old memorial etc) will flood regularly by 2050.
3. Does the foreshore boundary move inland to a revised shoreline at that time or is it fixed meaning no foreshore so no Foreshore Trust at those points that flood?

### Answers:

1. The SMP indicates the beach will change in profile and extent overtime, due to climate change.
2. The northern edge of the beach along the towns urban coastline is the line that is held by the SMP 'hold the line' policy until 2105

The built assets of the FST sit above this line, and are expected to benefit from ongoing flood defence grant in-aid – this would preclude the need to move the FST boundary as we understand now (in terms of the income generation)

3. Based on this policy approach and the current climate science – the FST boundary would likely not need be revised, but would be a decision the FST charity may wish to consider in due course.

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### Questions from Mr Fisher:

1. Can the Foreshore Trust indicate how it is independent from Hastings Borough Council?
2. In the past it seems the Foreshore Trust has made payments to individuals and organisations that seem to have no relation to the Town's foreshore activities. Can the Foreshore Trust provide a set list of objectives, its funding streams and how organisation linked to the foreshore are supported?
3. Could the Foreshore Trust indicate whether its committee endorses the use of the Old Bathing Pool area (the last open space seafront) for housing development - rather than a leisure & tourism use linked to other seafront activities?

### Answers:

1.
  - (a) Scheme insisted we have a protector who acts like a 'watch dog' to ensure separation of decision making
  - (b) Conflict of interest policy
  - (c) Charity commission
2. All details regarding the aims and objectives surrounding grant schemes are on the HBC website:  
<https://www.hastings.gov.uk/my-community/foreshoretrust/whattheydo/>  
Please note HBC, as trustee, do not assess grant applications. One of the requirements of the Scheme is that the Trustee appoints an independent Grants Advisory Panel. The Panel takes an important role in making recommendations to the Committee on the distribution of surplus income through grants to charitable purposes in the Borough.
3. The charity does not own the old bathing pool site and is therefore unable to comment

### Questions from Mr Edwards:

1. Part time worker supporting the Coastal Users Group links and assisting in the grants making programme - The CUG meeting held March 2020 was unanimous in requesting this post be created. There is no mention in the Reports so please can an update be provided.
2. Water Play provision - this issue has been raised over several years. It would be a huge attraction to visiting families. Can the location be looked at again please? [kindly include a re-examination of the site opposite the Italian Way - with a challenge to Southern Water to be helpful]

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3. What are the levels of voids and rent arrears at the end of March 2020, what actions have been taken to achieve maximum income and how frequently are rent reviews undertaken?

### Answers:

1. This post has been recruited to. The post holder was aligned to the community hub between April and August. From September onwards they have supported the other part of this post, managing the small and events grant and the large grant schemes.

As the CUG have not met physically since last year, and there is no development of a FST business plan due to Covid impacts (where the rolling 5 years business plan is being worked to) this aspect of the role is being looked at for the 2021/22 financial year in terms of support to the CUG.

2. Once resourcing allows this will be looked at. However the officers who were exploring this were realigned to the community hub between March and August 2020 and then refocused on developing the Towns Fund application for Hastings. Covid implications around water play also need to be understood. This hasn't been explored in the context of water play at present.
3. The impact of COVID-19 has been significant for the Trust this year, both from property rentals and particularly car parking income. In terms of rentals there was a period earlier in the year when a number of businesses were unable or unwilling to pay the rental owe, but generally that is no longer the position, with just three tenants owing significant sums over £1,000. This is a result of the government business grant scheme distributed by the council, providing a significant level of financial assistance. The largest of these outstanding debts, which relates to a quarter 4 invoice of £15,899.66, including VAT, is being paid off on a monthly basis and the outstanding monies are expected to be paid in full. Likewise, the two other larger debts relating to rentals amount to £4,998.26 in total, are expected to be paid in full. Rent reviews are conducted using external surveyors unless the terms of the lease include inflation linked indices as the basis of the reviews, in which case these can be conducted by the council's Estate Team. Generally, rent reviews are conducted either annually or five-yearly, with upward only rent reviews.

(The Chair declared the meeting closed at 6:58pm)

# Agenda Item 5



**Report To:** Charity Committee  
**Date of Meeting:** 14<sup>th</sup> June 2021  
**Report Title:** Welcome Back Funding  
**Report By:** Kevin Boorman, Marketing and Major Projects Manager  
**Key Decision:** No  
**Classification:** Open

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## Purpose of Report

To advise Charity Committee on details of the Welcome Back Funding (WBF) and interventions proposed on Foreshore Trust assets.

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## Recommendation(s)

1. To note the details of the interventions proposed.

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## Reasons for Recommendations

1. Welcome Back Funding will support the Council to safely welcome back visitors and residents to the town. This report notes the interventions proposed that are on Foreshore Trust assets.

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## Introduction

1. The [Welcome Back Fund \(WBF\)](#) was launched in April 2021, building on the Reopening the High Street Fund launched in 2020. It is utilising European Regional Development Funding (ERDF), and as such comes with a number of conditions and contractual requirements. The funding allows local authorities to put in place additional measures to create and promote safe environment for local trade and tourism, particularly in high streets as their economies open, as well developing plans to respond to the impacts of Covid-19 on local economies, including how other funding streams could address these challenges in the future. Coastal resorts such as Hastings have been given additional funding in recognition of the support required to prepare these areas for welcoming back visitors over the summer and beyond.
2. The funds can be used to implement temporary measures under the following areas of scope:
  - Support to develop an action plan for how the local authority may begin to safely reopen their local economies.
  - Communications and public information activity to ensure that reopening of local economies can be managed successfully and safely
  - Business-facing awareness raising activities to ensure that reopening of local economies can be managed successfully and safely.
  - Temporary public realm changes to ensure that reopening of local economies can be managed successfully and safely.
  - Support and promote a safe public environment for a local area's visitor economy
  - Support local authorities to develop plans for responding to the medium-term impact of Covid including trialling new ideas particularly where these relate to the high street.

The programme can be delivered solely by the local authority or with partners through partner delivery arrangements (Service Level Agreement approach).

3. Total funding allocation: £229,052
4. Funding timeline: spend can commence from the date of publication of the guidance (16 April 2021) to 31 March 2022. It is important to note that any expenditure incurred before the grant funding agreement has been signed and the project activity form has been approved by MHCLG is spent 'at risk'.
5. Payments: in arrears after appropriate claim and evidence is submitted
6. Management and Administration (M&A): each relevant service area will manage the proposed interventions in their relevant areas, but the monitoring and compliance of this EU funded scheme will be undertaken by the major projects and regeneration team. There is 4% allocation for M&A costs against the total value of the programme.

## Proposed activities/Interventions.

7. The proposed activities have been discussed and brought together under a cross council officer group, focused on:

- a. Supporting safe reopening of the town
  - b. Mitigation actions for the additional work created by an expected, and welcome, increase in visitors to the town
  - c. Exploration into supporting the shoulder tourism season, and winter which may see a natural reduction in footfall and dwell time for our tourism and retail offer.
8. The proposed interventions have been discussed at the council's Covid Taskforce, and with lead members, in addition a meeting with the following external business leaders took place on Wednesday 19 May 2021, along with a walkabout on Monday 24 May 2021:
- a. Love Hastings Ltd – Hastings Business Improvement District
  - b. Old Town Traders Association
  - c. St Leonards Town Team
  - d. Major tourism attractions and leaders (including Hastings Adventure Golf, 18 Hours Ltd and the White Rock hotel, the latter two also representing tourism businesses across the town as the Hastings private sector reps on the 1066 Country Marketing executive board)
9. These proposals have been developed to ensure compliance and alignment with the funding conditions. It is a requirement of the fund that the programme interventions have involved relevant stakeholders in their development. All proposals needed to be submitted by 30 May 2021, before being approved by the WBF grant manager, and subsequent grant agreement being signed.
10. The below table outlines the proposed interventions identified, there are number of interventions that fall on Foreshore Trust assets, these are; Seafront welcome marshals, WiFi network servicing , plus potentially temporary placemaking – tbc.

No.	Area of Scope	Using bullet points briefly set out the specific activities you will undertake	Briefly set out how the activity does not duplicate existing activity (additionality)	Timeline	Total Indicative Budget £ per item Gross
5	Support and promote a safe public environment for a local area's visitor economy	<p>1. Seafront welcome marshals (parking/foreshore/repairs). 7 day working pattern</p> <ul style="list-style-type: none"> <li>• Parking- Help control flow of traffic, footfall and people</li> <li>• Foreshore -maintenance seafront, rapid response minor repairs/ unblocking to seafront toilets</li> </ul> <p>2. Seafront welcome marshals (Cleansing Operative). 7 day working pattern Litter picking, beach cleaning (sweeping of disability boardwalk) – via DSO</p>	<p>As a coastal town, the focus of the visitor economy is on the seafront as a main asset, with the expectation of increased visitor numbers, it is paramount that marshals are in place to control the flow of traffic and people, and direct people flow into the high streets. To ensure the highest hygiene standards and health and safety for Covid recovery, marshals will also be tasked with ensuring a rapid response to public toilet repairs, ensuring toilets stay open and crowding in key areas is limited.</p> <p>Marshals will also focus on seafront and litter collection, ensuring that highest hygiene standards are maintained with increase in visitors and ensuring the towns visitor asset stays attractive.</p> <p>These roles are additional temporary staff resource and are to cover the extra visitors, due to staycations and support Covid recovery</p>	June - Sept	£60k
5	Support and promote a safe public environment for a local area's visitor economy	<p><b>Safe temporary placemaking</b> - public realm improvements/amination to support SME's recover and encourage footfall</p> <ul style="list-style-type: none"> <li>• Bringing the streets alive with music, creativity and movement, to increase dwell time and draw people into the high street in the low season.</li> <li>• Programme of small pop-up events (Oct-March) celebrating the creative, quirky vibe of Hastings, drawing in shoppers to linger and enjoy the space.</li> <li>• Temporary art trails and street art in unloved areas of town centre.</li> <li>• Beautification - Identifying key areas on the high street, neighbouring shopping streets, and seafront that need beautification – removal of graffiti, temporary planting/ green space.</li> </ul>	<p>Additional animation for the town centres, particularly focussing on things that encourage people to stay and linger, as well as address the shoulder season (traditionally October – March when footfall is lower)</p> <p>Beautification intervention would be above what the council/ county council have in terms of planned works and would improve the appearance of unloved area of the high street.</p>	June – March	£70k

		<p><b>Public Wi-Fi network servicing</b> A public Wi-Fi network services the town centre and seafront, widely used by our businesses, local people and visitors (streaming, downloads, browsing, information searching etc). The network needs to be serviced and an improved service offered to business – helping them to trade digitally.</p> <p>Fund 12 month service and maintenance contract</p>	The network was funded by Coastal Communities Funding originally, but the contract for servicing and maintaining the network is now terminating so the network would end if unable to find funding.		<b>£18k</b>
6	Support local authorities to develop plans for responding to the medium-term impact of CV-19 including trialling new ideas particularly where these relate to the High Street.	<p><b>Medium Term recovery planning</b> Resource to develop engagement and delivery plans for Covid-19 recovery.</p> <ul style="list-style-type: none"> <li>• Engagement programme within the Town Investment Plan (Hastings Town Deal)</li> <li>• Action planning from High Street Taskforce</li> <li>• Pilots High Street Taskforce interventions</li> <li>• Community engagement platform for – community input and engagement into WB activities / pilots and wider high street regeneration- such as Town Deal fund.</li> <li>• Assessing and evaluating data</li> <li>• Marketing / rebranding engagement for high street revisioning</li> <li>• Footfall data</li> </ul>	Additional resource to support strategic medium terms plans for the recovery of Hastings economy and business from the impact of covid-19	<b>August - March</b>	<b>£72k</b>
	Management & Administration (M&A)	4% fee of total value of the programme eligible			<b>£9k</b>
	Total				<b>£229k</b>

11. The following proposed interventions were also considered and rules out for a number of reasons, as detailed below:

Activity	Details	Why rejected
Temporary road signs	To advise visitors where spaces are	Agreement to replace permanent sign outside of the pier instead
Marketing/comms campaign	Safety advice/useful visitor information	Already in place, non-compliant as no additionality
Billboards	Covid/visitor information on billboards around the town	Not enough impact, Procurement difficult to manage as specific suppliers – risk of non-compliance
East and West Hill lift	Temporary extension to opening hours	Non-compliant (unable to off-set income)
Temporary bins	Extra temporary bins at high traffic areas	Bins already in stock with HBC
Drone light show	One or more events to encourage visitors, evening economy spend	Initial quote too high (£100,000 for one event)
Additional seasonal beach huts	To provide additional tourism offer	Not compliant – capital, permanent asset
Free car parking	To offer reduced or free car parking in town centre car parks	Non-compliant with fund rules (unable to off-set income) Would increase issues re over-crowding of seafront car parks and compound traffic management issues.
Additional Toilets	To provide temporary toilets on heavy use areas	Issue isn't with toilet provision but with vandalism and maintenance, therefore these areas are bolstered National stock low.

### Timetable of Next Steps

12. Please include a list of key actions and the scheduled dates for these:

Action	Key milestone	Due date (provisional)	Responsible
Business Leaders meeting	Agree interventions and/or adjust as needed	19 May 2021	Marketing and Major Projects Manager
Intervention Action plan	Submit action plan	By 30 May 2021	Marketing and Major Projects Manager
Grant agreement and action plan approval	Sign grant agreement and receive action plan approval	Tbc by Welcome Back Fund grant manager	Marketing and Major Projects Manager
	Interventions commence	June 2021	
Project ends	All interventions and spend occurred	31 March 2022	Marketing and Major Projects Manager

## Policy Implications

13. **Equalities and Community Cohesiveness** – programme considers opportunities for all visitors to move about the high footfall areas safely
14. **Crime and Fear of Crime (Section 17)** x
15. **Risk Management** – all interventions have been careful considered to be compliant with the requirements of the funding in discussions with the funding grant manager and will require approval before delivery
16. **Environmental Issues** – interventions will address issues of littering and Covid health and safety
17. **Economic/Financial Implications** – interventions have been carefully considered to be compliant with the requirements of the funding. The interventions will bring in £229,000 of additional grant funding to the council and any delivery partners to support the movement out of Covid restrictions
18. **Human Rights Act** x
19. **Organisational Consequences** - M&A is included within the grant allocation for monitoring and compliance. Department Managers will manager relevant interventions
20. **Local People's Views** – Discussions with business leaders are taking place to ensure interventions are relevant to the needs of local people
21. **Anti-Poverty** - x
22. **Legal?** - WBF will require signing of grant agreement and possible Service Level Agreement for any delivery partner arrangements

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## Wards Affected

Castle, Old Town

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## Policy Implications

Reading Ease Score: 33.6

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## Additional Information

None

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## Officer to Contact

Kevin Boorman  
Kboorman@hastings.gov.uk  
01424 451123

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