

**Report to:** Cabinet

**Date of Meeting:** 7 March 2016

**Report Title:** Seafront Strategy Refresh – Action Plan

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**Purpose of Report**

To update Members on the Seafront Strategy Action Plan

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**Recommendation(s)**

For members to ratify the action plan

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**Reasons for Recommendations**

Further to the adoption of the Seafront Strategy Refresh in January 2015 Cabinet requested that the Action Plan was presented for ratification.

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## Introduction

1. This report is intended to update members in regard to the Seafront Strategy Action Plan.
2. This action plan is derived from the Seafront Strategy refresh which was a follow-on to **Leading From The Front** developed in 2005.
3. Cabinet was advised in January 2015 that an action plan to deliver strategic objectives would be developed, implemented and updated annually.
4. The action plan has identified strategic projects and targeted actions and has included funding sources. It is updated by officers and monitored by the Seafront Regeneration Group (which meets bi-monthly).

## Policy Implications

5. The strategy identifies the need for improved disabled access to some parts of the seafront and to events on the foreshore. The seafront offers a unique environment for leisure, recreational and cultural activity, and the strategy includes measures that will offer opportunities for all residents to engage in these activities as well as mothers aimed at reducing anti-social behaviour, thus contributing to community cohesion objectives. The strategy also identifies actions to support the growth of the commercial business along the seafront, including the high number of black and minority ethnic businesses in the area.
6. Implementation of the strategic vision and objectives will require continued investment of Council resources and the successful application to external funding bodies. The ongoing development of the action plans will reflect available budgets.

## Next steps

7. Many of the major projects identified in the action plan have now been completed or will be completed during 2016:
  - FLAG 1 Infrastructure Projects
  - Completion of the refurbishment of White Rock Baths and opening of The Source Park
  - Re-surfacing work of the Promenade
  - Updating Bottle Alley
  - Other Coastal Communities fund initiatives such as signage
  - ROOT1066
  - Environment agency work on the Harbour Arm
8. Officers are currently developing a funding strategy around other aspects of the Action Plan, taking into account the opportunities of bidding for:
  - a. FLAG 2
  - b. Coastal Communities Fund
  - c. Coastal Revival Fund
  - d. Heritage Lottery Fund

- e. Other European and structural funds focusing on maritime heritage or tourism

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### Wards Affected

Ashdown, Baird, Braybooke, Castle, Central St Leonards, Conquest, Gensing, Hollington, Maze Hill, Old Hastings, Ore, Silverhill, St Helens, Tressell, West St Leonards, Wishing Tree

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### Policy Implications

Please identify if this report contains any implications for the following:

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|---------------------------------------|-----|
| Equalities and Community Cohesiveness | Yes |
| Crime and Fear of Crime (Section 17)  |     |
| Risk Management                       |     |
| Environmental Issues                  | Yes |
| Economic/Financial Implications       | Yes |
| Human Rights Act                      |     |
| Organisational Consequences           |     |
| Local People's Views                  | Yes |
| Anti-Poverty                          |     |

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### Additional Information

Appendix 1: Seafront Strategy Action Plan

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### Officer to Contact

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