

REFRESHED SEAFRONT STRATEGY ACTION PLAN FY2015-2017

THEMATIC PRIORITIES

- | | |
|---|---|
| <ul style="list-style-type: none"> 5. Organising for success <ul style="list-style-type: none"> a. Leadership and Partnership b. Supporting Entrepreneurs c. Involving Community Stakeholders 6. Getting the basics right <ul style="list-style-type: none"> a. Transport, access and parking b. Public realm c. Buildings and structures d. Sea defences e. Seawater quality f. Carbon and eco-footprint g. Biodiversity and the natural environment h. Leisure and health/sport i. Community and cultural use | <ul style="list-style-type: none"> 7. Key strategic interventions <ul style="list-style-type: none"> a. Rebalancing b. West Marina c. Central St Leonards d. Bottle Alley e. White Rock Area f. Harold Place 8. Reinforce and create zones of character <ul style="list-style-type: none"> a. Old Town: Rock a Nore to Breeds Place b. White Rock: Breeds Place roundabout to Warrior Square c. St Leonards: Warrior Square to West Marina d. Bulverhythe: Combe Haven outfall to Glyne Gap 9. Resources and funding/finance <ul style="list-style-type: none"> a. Explore all opportunities for private investment and external funding |
|---|---|

	Thematic Priorities	Action/Measure	Lead	Resources S = Secured N = Unsecured	2015-16	2016-17	Priority H/M/L	Progress	Traffic Light
1	5b, 6c, 7a	Introduce commercial activity & draw in visitors by providing opportunities for additional seafront facilities and trading through kiosks and other outlets at: White Rock Bottle Alley West St Leonards	Resort Services Manager /Estates Manager	(existing budgets/invest to save (S) Additional sources of funding may be required	Two kiosks in place by 2017 Identify potential sites, sources of funding, Market sites & advertise for expressions of interest	Two kiosks in place by 2017 (third kiosk by 2020)	M	West Marina kiosk operating, White Rock kiosk	G
2	5b, 7a	Bespoke advice and support for seafront cultural and leisure based businesses	Economic Development Manager	£60k - CCF2 (S)	Project completed by December 2016		H	Mentors and businesses have been recruited. First mentor training session completed. Social Media Training being organised.	G

	Thematic Priorities	Action/Measure	Lead	Resources S = Secured N = Unsecured	2015-16	2016-17	Priority H/M/L	Progress	Traffic Light
3	5a, 5b, 6c, 7e, 8b, 9a	Undertake basic repairs and refurbishment and lease the White Rock Baths to The Source for use as a BMX/skateboard facility	Assistant Director: Regeneration and Culture	Detail funding sources (all S)	Complete		H	Works completed, bar snagging. The Source now taken the lease. Official opening 13/02/16.	G
4	5b, 5c, 6c, 6i, 7a, 7e, 8b, 9a	Investigate opportunities for pop-up stalls for local traders at White Rock (Include provision of trading sites and services within CCF funded improvements).	Resort Services Manager/ Economic Development Manager/ Licencing Team/ Estates Manager	Existing resources and other external	Identify sites, develop a licencing strategy, marketing & operating procedures by March 2016	Operational by summer 2016 Review March 2017	H	Other options will be considered for Bottle Alley once repairs and redecorations are complete.	G
5	5c, 6a, 6c, 6d, 6e, 6g, 6h, 6i, 8a, 9a	FLAG projects					H	FLAG1 claims complete. FLAG 2 – call opened 01/02/16.	G
6	5c, 6i, 7a	Work with key stakeholder groups including Clean Seas Please, Shore Academy, Marine Conservation Society, Hastings Fishermen's Protection Society, Environment Agency etc. to develop a programme of environmental initiatives, promoting the educational and environmental value and sustainable use of the coast.	Resort Services Manager	Existing HBC resources (S) Identify additional funding, where relevant (N)	Inclusion of environmental initiatives with CUG seafront action plan March 2016	Promote community beach clean resource and beach litter schemes Summer 2016. Investigate options for sustainable planting and interpretation at The Stade Open Space (2017-2020)	M	Programme drafted – focus on marine litter	G

	Thematic Priorities	Action/Measure	Lead	Resources S = Secured N = Unsecured	2015-16	2016-17	Priority H/M/L	Progress	Traffic Light
7		Coastal Users Group to support actions in this plan and to receive regular action updates on progress	Resort Services Manager	Existing HBC resources (S) Identify additional funding, where relevant (N)	Feed into action plan and updates	(Review March 2019)	M	Meeting and work ongoing.	G
8	5a, 6a, 6f, 7a	Install intelligent car parking signage to reduce congestion and driver frustration.	Assistant Director: Environment and Place	existing HBC (S)	Install signage by September 2015	Review effectiveness of signage by March 2017	H	Faults with the signs have largely been resolved. Ongoing discussions with suppliers over its functionality	G
9		Lobby ESCC regarding resurfacing for Rock-a-Nore Road pavement and improving pedestrian access	Assistant Director: Environment and Place /ESCC	N		Review improvement plan with ESCC	M	To be pursued with ESCC in 1 st Qtr 2016-17.	A
10	5a, 6a, 6f, 7a	Review adequacy of car parking provision for seafront	Assistant Director: Environment and Place	existing HBC (S)		Review complete post 12 months intelligent signage installation	H	Potential for additional car parking near Bottle Alley to be explored with ESCC 1 st Qtr 2016-17.	G
11	5a, 6a, 6f, 7a	Undertake viability study of seafront mini-tram service post Pier opening.	Marketing and Major Projects Manager/Planning Policy Manager	existing HBC (S)		(Conduct viability study by end of July 2017)	L	Decision on Interreg Bid due early 2016. Would fund the study, develop the technology and share best practice.	G
12	6c, 6h, 6i, 8b, 9a	Identify possible sources of funding for a landing stage at Hastings Pier	Hastings Pier Charity /Economic Development Manager	External funds: DDF or FLAG 2 (N)	Investigate funding sources in an ongoing basis from March 2015		L	No funding source yet identified. Examine potential of FLAG 2 funding.	G
13	5a, 6a, 6f	Work with Quality Bus Partnership to improve seafront bus services	Assistant Director: Environment and Place	Existing HBC (S)		Development of outline business case	M		G

	Thematic Priorities	Action/Measure	Lead	Resources S = Secured N = Unsecured	2015-16	2016-17	Priority H/M/L	Progress	Traffic Light
14	5a, 6b, 8a	Maintain shingle surface of Rock a Nore car park.	Assistant Director: Environment and Place	existing HBC (S)	November 2015	November 2016 (Annually)	H	Annual hole filling schedule on track	G
15	5a, 6b, 6i, 8a	Resurface Winch Road and install enhanced lighting	Resort Services Manager	FLAG (S)	December 2015	(Review 2018)	H	Request to be made to Foreshore Trust for support for funding to resolve localised flooding	G
16	5a, 6b, 6h, 6i	Review accessibility & equipment of primary beach areas and seafront facilities. Work with local access groups & stakeholders to do this.	Resort Services Manager	some external funds to be sourced (N)	Initial review March 2016	Implement improvements March 2017 (Review March 2019)	M	Disability access audits to take place with H&R Disability Forum members post March. Forum presenting potential improvement ideas Investigate ideas for potential equipment enhancements.	G
17	5a, 6b, 6c	Extend existing seafront decorative lighting scheme.	Resort Services Manager	External funds to be sourced (N)			M	Areas with gaps – subject to further funding being identified.	G
18	5a, 6a, 6b, 6c, 7a,	Install monolith information signage, utilising existing design of St Leonards signs: Bulverhythe (Footbridge) West Marina Hastings Pier Station Concourse Seafront (Robertson St) Town Hall/ Queens Road Pelham Car Park Jerwood Gallery/ Stade	Assistant Director: Environment and Place/Resort Services Manager	existing HBC & CCF2 (S)	Design installation Mar '16	Maintenance	H	Supply issue for part of signage. Due March.	G
19	5a, 6b, 6c	Replace and rationalise seafront safety and information signage using agreed RNLI standards & incorporating revised byelaw provision.	Resort Services Manager	existing HBC (S)	Begin rationalisation & replacement July 2015 (subject to byelaw intro)	Complete October 2016	M	Byelaws due to be made by end of March. Work can now commence on delivering signs.	G

	Thematic Priorities	Action/Measure	Lead	Resources S = Secured N = Unsecured	2015-16	2016-17	Priority H/M/L	Progress	Traffic Light
20	5a, 6c, 7a	Utilise 'Grotbusters' initiative to continue improve seafront buildings	Senior Enforcement Officer - Development Control	existing HBC (S)	Property based targets	Property based targets	M	Work continuing	G
21	5a, 5b, 6h, 6i, 7a	Develop a free-to-user application guide to seafront/town	Strategic Cultural Development Specialist /Marketing and Major Projects Manager	CCF2 (S)	Completion of toolkit by April 2016. First training sessions completed by March 2016. First social media campaign completed by March 2016	Follow up social media training completed. Further social media campaigns. Project for ROOT 1066 Festival delivered in September 2016.	H	Package including – training and a toolkit for improved use of social media and traveller/tourist apps – being coordinated . Looking to widen out toolkit training to SUCCESS businesses and ones who are not mentors. Discussions ongoing to extend the existing GeoTourist app for the Stade along the seafront. Discussions also ongoing for a dedicated app based project as part of the ROOT 1066 Festival.	G
22	5a, 6b, 6i, 7d, 8b	Small scale repairs, redecoration & replace lighting at Bottle Alley. Consider inclusion of CCTV	Resort Services Manager	existing HBC (S) CCTV no identified funds (N)	Work complete by March 2016	Annual structure test (major inspection planned 2020)	H	Successful application to Coastal Revival fund – works required to be completed by the end of March 2016. Work commenced and on schedule.	G
23	5c, 6b, 6i, 7a	Identify potential year-round sites for temporary art installations (upon completion of White Rock Baths and promenade improvements).	Strategic Cultural Development Specialist /Resort Services Manager	Existing HBC (S)		Identify initial sites by December 2016	L	Seafront artwork incorporated into ROOT 1066 program	G

	Thematic Priorities	Action/Measure	Lead	Resources S = Secured N = Unsecured	2015-16	2016-17	Priority H/M/L	Progress	Traffic Light
24	5a, 6a, 6b, 7a	Continue to roll out "cashless" payment options for seafront carparks	Assistant Director: Environment and Place	existing HBC & Foreshore Trust (S)	Milestones will be list of car parks & ETA	Milestones will be list of car parks & ETA	L	Ringo payless card system/app operational. More cashless options being considered.	G
25	5a, 5b, 6d, 6g	Maintain existing standard of coastal protection & sea defence	Resort Services Manager	Partly existing HBC & DEFRA (S)	Study and design works for phase 1 November 2015	Carlisle Parade Scheme 2016/17	H	Final decision due March. If agreed works start September 2016 Work up detailed bid for submission to EA based on designs for new rock groynes at Carlisle Parade. Submission will also include repairs and improvements to Harbour Arm (N)	G
26	5a, 5b, 6c, 6d	Harbour Arm repairs and improved protection	Resort Services Manager	As above	As above	Complete 2017/18	H	Final decision due March 2016. If agreed works start September 2016	G
27	5a, 6e, 6h, 6i	Achieve minimum sufficient classification under the revised Bathing Water Directive	Assistant Director: Environment and Place	existing resources (S)	Clean Seas Campaign (2015/16) De-silt Alexandra Park Ponds Surveys & misconnection	Clean Seas campaign (17/18) Consider further filtration Alexandra Park Ponds End of pipe solutions (between 2017-20)	H	Rated as 'good', Further work by the Council, SWS & the Environment Agency has continued over the winter to consolidate the result from last summer. Focus on marine Litter – 2016/17	G
28	5a, 6f	Explore options for use of renewable energy sources on council-owned buildings/infrastructure	Estates Manager /Regeneration Manager/ Marketing and Major Projects Manager	(N)		Commence review March 2017	M	Exploring the options for installation renewable energy on council owned buildings and infrastructure – awaiting the outcome of the government's subsidy cuts for such schemes including the Feed in Tariffs and changes to the tax system.	G

	Thematic Priorities	Action/Measure	Lead	Resources S = Secured N = Unsecured	2015-16	2016-17	Priority H/M/L	Progress	Traffic Light
29	5a, 6b, 6f,	Review waste management, street cleansing during seafront festivals and events to ensure they are sufficient	Waste and Street Scene Services Manager	Existing HBC (S)	Review provision at time of festivals to see if additional temporary resources are required		M	Post event high standards continue. Investigate potential education programme around 'green' product such as paper straws (used widely in West Country).	G
30	5a, 6b, 7e, 8b	Review options for re-animation of White Rock water feature (Consider inclusion & options for water feature within wider White Rock promenade area improvements).	Resort Services Manager	S		December 2016 (Review 2018)	H	Explore options and designs for re-animated water feature in 2016/17 subject to funding.	G
31	5a, 5c, 6a, 6h, 6i, 7a	Support implementation of relevant actions in Hastings walking & cycling strategy - 1. Work with partners to deliver links from existing route to Town Centre. 2. Review parking provisions for bicycles 3. Support development of training facilities. 4. Review and develop cycle hire provision	Resort Services Manager /ESCC /Sustrans	Existing (S)	Programme tbc by ESCC These haven't yet been agreed with ESCC		M	ESCC have an ongoing cycling strategy that actions relate to – completion depends upon ESCC leading Update on ESCC Walking & Cycling Strategy	G
32	6b, 8c	Identify options for vacant planters on Warrior Square steps	Parks & Open Spaces Manager	Existing (S)		If appropriate funding is provided these planters could be planted up with flowering shrubs in April 2016	L	Site has been visited with contractors to consider planting options –It is deemed not suitable for planting but there is potential to try planting Hebes (Flowering Shrub). There would be a cost to the installing and purchase along with the ongoing maintenance (contract cost).	G

	Thematic Priorities	Action/Measure	Lead	Resources S = Secured N = Unsecured	2015-16	2016-17	Priority H/M/L	Progress	Traffic Light
33	5a, 5b, 6c, 6i, 7b, 8c, 9a	Pursue review of development potential of West Marina site.	Assistant Director: Financial Services and Revenues	(N)	Appointment of Marketing Agents	Site surveys and initial marketing undertaken	H	An event to update the public about the Council's intentions to market the site was held at the Royal Victoria Hotel on 26 January. Technical surveys (flooding, contamination etc.) are about to be instructed and should be complete by Spring.	G
34	6b, 7f, 9a	Investigate funding options for improvements to Harold Place/Underpass	Assistant Director: Regeneration and Culture	(N)		Options and budget identified 2 nd Qtr 2016-17	M	Joint funding options for decorative improvements to be explored with ESCC 1 st Qtr 2016--17	G
35	5c, 6b, 7c, 8c, 9a	Consider development of pop-up events space at Warrior Square	Cultural Regeneration Specialist /Resort Services Manager	Existing HBC & external funding to be sourced (N)	Initial Identification of site and requirements (including design and services required) & clarification on licensing implications by March 2016		L	Discussions ongoing Potential to link with St Leonards Festival – discussion to take place with company appointed to deliver the festival in 2016/17 as they are interested in exploring new spaces to present events.	G
36		Develop & Support existing & additional markets on the promenade and other locations, creating opportunities for start-up, business growth & training	Regeneration Manager /Resort Services Manager	EU funding bid being considered (N)	Identify potential locations	Spring 2016 - 2020	L	EU Interreg bid in development, for submission in April 2016.	G