

Report to: Cabinet

Date of Meeting: 4 September 2017

Report Title: Coastal Communities Fund 4 (CCF4)

Report By: Monica Adams-Acton, Assistant Director, Regeneration & Culture

Purpose of Report

To report approval for delivery of all the CCF 4 projects identified in 'Destination White Rock, Hastings – Continuing the Economic Revival' as approved for funding by the Department of Communities and Local Government on 3rd April 2017, noting that the special urgency provisions have been used. The CCF4 funding will be used to improve the visitor offer in a part of town which sees relatively few visitors currently, and which could benefit from greater footfall.

Recommendation(s)

1. To note delegated authority given to the Director of Operational Services and Portfolio holder for Regeneration and Culture, to enter into agreements with the managing authority and the identified CCF 4 partners to deliver the projects and associated outcomes in accordance with the urgency provisions, as set out Part 4 in the constitution..
2. To approve all the initiatives identified in Destination White Rock Projects (Appendix A).

Reasons for Recommendations

The DCLG approved the funding for the projects identified on 3rd April 2017 and all projects and expenditure needs to be completed by March 2019. Cabinet approval is needed to delegate authority to the Director of Operational Services to enter into agreements with delivery partners, but there was insufficient time for such a decision to be made prior to the authorisation of certain projects given their imminent nature. The urgency provisions, set out in Part 4 of the constitution were therefore used, and Cabinet is asked to note these.

Background

1. Hastings Coastal Communities Team was successful in its recent bid to the Coastal Communities Fund in the latest round (4) of grant funding. Hastings Borough Council is the accountable body for ensuring delivery of the approved funded projects.
2. The grant worth £812,770 is for a project called 'Destination White Rock, Hastings – Continuing the Economic Revival' and will enable the council and its partners to continue the regeneration of the White Rock area with a total project value of £1.081m.
3. Led by the council, the Hastings Coastal Communities Team will manage a portfolio of projects to improve the economic wellbeing of the White Rock area and for it to be viewed as a unique destination in its own right.
4. HBC received the year 1 funds (2107/18) at the end of July 2017. State Aid issues caused delays in preparing the legal agreements for partners, however this has now been resolved and first payments to delivery partners are now imminent.

Destination White Rock - Continuing the Economic Revival

5. The CCF 4 funding will specifically fund the following projects (summary details and project updates are tabled in Appendix A):
6. **Refurbishment of Rock House:** White Rock Neighbourhood Ventures (WRNV) will deliver the projects at Rock House. They have been allocated a total CCF 4 grant of £422,770 and are required to show match funding totalling £64,500.
7. WRNV will provide affordable business development and further commercial space at Rock House, a converted mixed use office block with commercial, community and residential living spaces. This project will deliver a substantial amount of additional business/commercial space for start-up and/or growth of small and micro businesses, primarily within the creative and digital media sector. Since the start of the project WRNV have already completed the conversion on the second and sixth floors and tenants are in place/ready to move in. Within this financial year, they will also be converting the lower ground floor and ground floor for further commercial and incubator spaces.
8. The basement of Rock House, with access via Rock Alley, will also be converted into a cafe/restaurant or similar outlet, subject to change of use consent being granted. It is planned to offer local products complementing the independent retail offer of other outlets in the White Rock area.
9. The adjoining Rock Alley will also benefit, with infrastructure improvements, including surfacing, drainage and pigeon mitigation. WRNV are currently agreeing permissions from the various alley owners, before works can commence, to enable this unique space to be utilised and opened up to the public for events, markets, fairs, and creative and art events.

10. **The Source Park** have been allocated a total CCF 4 grant of £140,000 and are required to show match funding totalling £140,000. They will deliver a BMX Olympic inspired training programme to the local community, including schools. This is being supported by the employment of coaches and transportable BMX ramps. The programme is currently being trialled, and will be launched this September (2017).
11. The Source Park has achieved national and international recognition for its facilities and its competitions, attracting competitors, and visitors, from around the world. CCF4 funding allows The Source Park to also organise and deliver a series of exciting local, regional and international BMX and skateboarding events to attract thousands of visitors extending the season throughout the year, building on the success of their annual international event. The first national event took place in July, with an international event taking place 8 – 10 September and further events in the early part of the New Year, and in 2018/19.
12. **Love Hastings (Hastings Business Improvement District) Board** has now agreed, in principle to manage the Business and Community project under the programme. The White Rock Trust was originally set to deliver this project, however they acknowledge they no longer have the capacity to do so. Love Hastings will work with businesses and the community in the White Rock area to strengthen the network of businesses and community participating the revival of the area.
13. Love Hastings will deliver business-need led training, support HBC to market the area as a destination to visitors and offer regular networking and information sharing opportunities. Delivery of this project by the BID offers strong sustainability, where businesses and the community will have an ongoing support and network far beyond the life of the CCF4 funding and will be involved in the wider work and projects of the BID for the next 5 years.
14. **Hastings Borough Council**, in addition to managing the above delivery partners, has been allocated a total CCF 4 grant of £200,000 and is required to show match funding totalling £64,000.
15. HBC have been allocated capital funding to extend the existing free public seafront public WIFI from the promenade at Robertson Street up through to Hastings Railway station via Rock Alley and Claremont. This will encourage visitors (and residents) making the journey from Hastings station to The Source/pier to do so via Claremont and the Trinity Triangle. The work is currently being tendered via the East Sussex Procurement Hub and, subject to successfully appointing a contractor, installation will begin in October 2017.
16. Capital funding will also be used to refurbish and revitalise the redundant water feature above The Source Park and improvements to the adjacent promenade. The refurbishment will continue the improvements to this area of the promenade, which has been looking tired for some time now, in stark contrast to the improvements to The Source and the pier.

17. Refurbishment of the fountain area will include the engagement of an architect to produce design options and conduct a structural survey of the roof structure. Refurbishment works are due to be completed by March 2018.
18. Hastings Borough Council has also received funding to develop and deliver a marketing campaign for the White Rock area. Working with all the other delivery partners and businesses in the area, it hopes to brand it as a destination to visitors in its own right.
19. As part of the programme Hastings Borough Council and Foreshore Trust is additionally committed to installing 10 new beach huts on the east side of the Pier and introduce a Life Guard Service in the area.

Project Outcomes

20. It is expected that the CCF 4 programme will have considerable impact in the local area in terms of job creation; increase in visitor numbers; and extra spend in the wider community. The table below sets the overall indicators for the programme.

Key Outcomes	Number
Direct jobs created	19
Indirect jobs created	164
Private businesses supported	180
New businesses/social enterprises started	4
Increase in visitor numbers	62,200
New visitor expenditure	£4,212,052
New tourism events supported	12
Trainees (non-vocational)	20
New/upgraded floor space	595 sq. metres
Public realm created/improved	800 sq. metres
Individuals supported	250

Urgency Provision

21. The next of The Source's events are scheduled to take place in September, and White Rock Neighbourhood Ventures are keen to start the remainder of their conversion work immediately. A cabinet decision is ordinarily required to give delegated authority to enter into a service level agreement ('SLA') with delivery partners; without such authority or agreement no monies can be paid out.
22. The DCLG made the first tranche of payments to HBC in July 2017, and it was not felt to be reasonable to wait until the September Cabinet meeting for the SLA delegations to be agreed. The special urgency provisions of the constitution (Part 4, rule 26.16) were therefore used, and the agreement of the chair of cabinet – the Council Leader – and the Chair of Scrutiny Committee secured to allow the legal processes to be secured and the first payments to the delivery partners agreed.
23. An explanatory report to cabinet is still required to be agreed, hence this document.

Policy Implications

24. Equalities and Community Cohesiveness: the projects identified in the CCF 4 programme will engage with communities and business in the White Rock Area and lead to its economic revival.
25. Risk Management: Hastings Borough Council is the accountable body for this fund and will therefore need to oversee the delivery of all projects which will be managed day to day by each partner.
26. Environmental Issues: part of this project is to extend the life guard service to the Pier and ensure the sea water meets all EU bathing water quality standards.
27. Economic/Financial Implications: match funding from HBC has been clearly identified and does not require additional new resources from HBC.
28. Anti-Poverty: all the projects aims to deliver direct and indirect jobs for local people in the area

Wards Affected

All

Policy Implications

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

Equalities and Community Cohesiveness	Yes
Crime and Fear of Crime (Section 17)	No
Risk Management	Yes
Environmental Issues	Yes
Economic/Financial Implications	Yes
Human Rights Act	No
Organisational Consequences	No
Local People's Views	No
Anti-Poverty	Yes

Additional Information

Appendix A – Destination White Rock Projects

Officer to Contact

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