

<b>COMMITTEE:</b>	<b>CABINET</b>
<b>DATE:</b>	<b>10TH APRIL 2002</b>
<b>SUBJECT:</b>	<b>SEAFRONT STRATEGY – IMPLEMENTATION PLAN 2002</b>
<b>REPORT OF:</b>	<b>RON CUSSONS, DIRECTOR OF TOURISM AND LEISURE</b>
<b>Ward(s):</b>	All
<b>Purpose:</b>	To seek Member approval for the proposed activity for 2002.
<b>Contact:</b>	Mark Smith, Head of Tourism Development, Telephone 01323 415430 or internally on extension 5430.
<b>Recommendations:</b>	That Members agree to the programme of works for this season and authorise the submission of applications for planning permission where required.

<b>1.0</b>	<b><u>BACKGROUND</u></b>
1.1	The Seafront Strategy was approved by Council in 2001. The strategy sets out a ten-year framework for the sensitive development of the seafront.
1.2	Over the past four months a multi disciplinary Council team has been focusing attention on the short-term implementation of this strategy. This has concentrated on activity for the next three years.

1.3	This report highlights the proposals for the coming season in the prime area between the Wish Tower Car Park and the Bandstand. The report for the following two years will be brought to a future Cabinet meeting.
2.0	<b><u>IMPROVED ACCESS TO SEAFRONT FACILITIES</u></b>
2.1	A ramp will be provided to the west of the Bandstand between the Upper and Middle Parades to facilitate improved access for people with disabilities and parents with prams and pushchairs. Obtaining planning permission will be included in the strategy implementation programme.
2.2	Funds have been included in the 2002/3 budget.
3.0	<b><u>BANDSTAND</u></b>
3.1	£100,000 has been allocated to carry out investigations into the condition and long-term refurbishment needs of the Bandstand is underway. The balance from budget allocation for this purpose will be used to carry out essential improvements to the fabric of the Bandstand. Planning permission will be required.
3.2	In advance of the summer season this year improvements will be made to the external fabric which will enhance the appearance of the Bandstand.
3.3	The council will continue to maximise the availability of military bands for performances at the Bandstand whilst expanding the musical programme to cater for other tastes.
4.0	<b>BEACH CABINS</b>

4.1	<p>As part of the Seafront Strategy implementation, 12 pairs of cabins (i.e. 24 units) of the 90 units in this area will be relocated to Beach 1 in time for the 2002 season and offered for short term hire which will not affect any of the longer term lease holders. This means there will be no cabins on the promenade facing Beach 2 * which will allow for the development of beach-based recreation area discussed below.</p> <p>* See map - Appendix A</p>
4.2	<p>Most of the cabins on Beach 3* and 50% of the cabins on Beach 4* will be retained and allocated for long term hire. There will be some re-siting to break up the corridor effect and to allow beach/sea views from various parts of the promenade. Some cabins in poor condition will be removed.</p> <p>*See map – Appendix A</p>
4.3	<p>Planning permission is required for re-siting the cabins.</p>
4.4	<p>Funds have been included in the 2002/3 budget.</p>
5.0	<p><b><u>CAROUSEL &amp; ASSOCIATED ATTRACTIONS</u></b></p>
5.1	<p>A privately operated traditional style Carousel will be introduced as part of the Jubilee celebrations in 2002. It will be located initially on the shingle of the West Beach. This facility could be an appropriate and permanent feature on this part of the seafront. However with the proposed development of the beach recreation on this beach, the carousel could be relocated.</p>
5.2	<p>A privately operated trampoline/mini bungee jump operation will also be run from the West Beach for the Jubilee celebrations. It is considered that this has appeal and potential as a permanent attraction. There is concern that, as a permanent facility, it would detract from the appeal and atmosphere of this area of the seafront. Other area's (e.g. beach adjacent to the pier) will be market tested throughout the 2002 season to determine the most appropriate location.</p>

5.3	Planning permission will be required for both operations and will need to be submitted promptly to be ready for the 2002 season.
5.4	This should be a net income generator to the council.
<b>6.0</b>	<b><u>PLANTING</u></b>
6.1	The proposals contained in the main Seafront Strategy and the findings of the Seafront Gardens Best Value Review will have beneficial impact on the Wish Tower to Bandstand sector. The aim is to promote Eastbourne's mild climate with the use of exotic species and an increase in fragrant / scented plantings, with the reduction of areas of seasonal bedding, to evolve into sustainable planting schemes. Ongoing practices will include herbicide and water use.
6.2	<p>The programme for the period defined by this document will include:</p> <ul style="list-style-type: none"> <li>- Planting of the Wish Tower Moat Gardens with more scented floral and aromatic foliage plants which will have particular appeal to the blind and partially sighted.</li> <li>- Planting of the seasonal long borders opposite Wilmington Square with more sustainable species.</li> <li>- Securing sponsorship for the raised circular bed on the Wish Tower slopes.</li> <li>- Creations of a Palm tree avenue between the Lifeboat Museum and Wish Tower.</li> <li>- Reduction of seasonal bedding areas west of the Bandstand to evolve into sustainable schemes using species of New Zealand origin.</li> </ul>
6.3	The implementation of these schemes will be achievable within existing / anticipated revenue budgets.
<b>7.0</b>	<b><u>CONSULTATIONS</u></b>

7.1	The Seafront Strategy involved widespread consultations both internally and externally.
7.2	The impact of these proposals will be carefully monitored throughout the season to guide future works.
<b>8.0</b>	<b><u>HUMAN RESOURCE IMPLICATIONS</u></b>
8.1	The works will be carried out by the Council Officers from the relevant professional disciplines. The programme co-ordination is by the Head of Tourism Development.
<b>9.0</b>	<b><u>ENVIROMENTAL IMPLICATIONS</u></b>
9.1	As explained above, the overall impact will be carefully monitored.
<b>10.0</b>	<b><u>FINANCIAL IMPLICATIONS</u></b>
10.1	All the proposed activities are either self financing or within existing resources
<b>11.0</b>	<b><u>YOUTH IMPLICATIONS</u></b>
11.1	The proposals will improve and expand the opportunities for young and old on the seafront.
<b>12.0</b>	<b><u>ANTI POVERTY IMPLICATIONS</u></b>
12.1	The changes will increase direct and indirect income from tourism and create some new employment opportunities.
<b>13.0</b>	<b><u>SUMMARY</u></b>
13.1	The implementation proposals for the 2002 season will make significant improvements to this important area of the seafront.

<b>Appendix A – Map of Seafront (Wish Tower to Bandstand.)</b>	
<b>MARK SMITH</b> <b>HEAD OF TOURISM DEVELOPMENT</b>	
<b>Background Papers:</b>  The Background Papers used in compiling this report were as follows:  1. Eastbourne Seafront Strategy 2001  To inspect or obtain copies of background papers please refer to the contact officer listed above.	
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