

EASTBOURNE BOROUGH COUNCIL

SEAFRONT STRATEGY

REVISED ACTION & IMPLEMENTATION PLAN

KEY

Dotted underline = **New Initiatives**

Wave underline = **Amended Initiatives**

Italic underline = Additional/Amended Initiatives proposed in Short to Medium Term Plan – Wish Tower to Bandstand

<u>KEY – TIMESCALES</u>			<u>KEY – RESOURCE IMPLICATIONS</u>		
S	= Short	- to 2004	L	= Low	- up to £10,000
M	= Medium	- 2004 to 2007	M	= Medium	- £10,000 to £50,000
L	= Long	- 2008 onwards	H	= High	- £50,000 plus
			NB: All costs are net to EBC		

EASTBOURNE SEAFRONT STRATEGY – ACTION & IMPLEMENTATION PLAN

Action Points	Corporate Aim	Implementation	Time Scale	Resource Implications	Lead Officer

START OF SOUTH DOWNS WAY					
Improve the provision of information	<p>A place to enjoy</p> <p>A prosperous place</p> <p>A place for the future</p>	<p>Dialogue with South Downs Conservation Board</p> <p>Specify changes</p> <p>Arrange funding</p>	M	M	KM/DB
Enhance the services	<p>A place to enjoy</p> <p>A prosperous place</p>	<p>Discussions with café proprietor</p> <p>Review parking and bus stop</p> <p>Programme works</p>	M	M	KM/DB
HELEN GARDENS					

Improvements to bowls clubhouse	A healthy place A place to enjoy A place for everyone	<u>Lottery bid was turned down.</u> <u>Council will now investigate a more modest extension and a leasing arrangement with the Bowls Club</u>	M	M	DB
ITALIAN GARDENS					
Improve the general lighting	A safe place A prosperous place A place to enjoy	Prepare a lighting strategy	M	S	MP
Create a courtyard appearance	A safe place A prosperous place A place to enjoy	Prepare plans for a courtyard and seek funding	M	M	DB

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HOLYWELL TEA CHALET					

Create a building which harmonises with the adjacent Italian Gardens	A prosperous place A place to enjoy A place for everyone	Negotiate with current leaseholder Chatsworth Estate Conservation/ Planning	L	L	MR
FIBREGLASS CHALETS/VISUAL AMENITY					
Improve the fence panels	A prosperous place A place to enjoy A place for the future	<u>Temporary fencing in place.</u> <u>Permanent replacement will be undertaken with chalet replacement programme</u>	S	<u>M</u>	DB
Replace chalets with more sensitively designed wooden chalets	A prosperous place A place to enjoy A place for the future	Prepare design and obtain costings Seek planning permission	M	L	DB
BRICK CHALETS					

Investigate the market for long term leasing static chalets	A prosperous place A place to enjoy A place for the future	Obtain valuation Market test	<u>S</u>	L	MR
WISH TOWER RESTAURANT					
Redevelop the Wish Tower Restaurant	A prosperous place A place to enjoy A place for the future	Detailed planning brief already prepared to guide future developers.	M	L	RC

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LIFEBOAT MUSEUM/WISH TOWER CAR PARK					

Cease car parking and develop the area to accommodate 'café society'.	A prosperous place A place to enjoy A place for the future	<u>Prepare Master Plan for the future development of the Wish Tower to Bandstand zone</u>	<u>S</u>	M	KM
<u>Provide interim catering operation with extended hours</u>	<u>A prosperous place</u> <u>A place to enjoy</u> <u>A place for the future</u>	<u>Market test</u>	<u>S</u>	<u>M</u>	DH
<u>Relocate store at lifeboat museum</u>	<u>A place to enjoy</u> <u>A place for the future</u>	<u>Identify alternative arrangements as part of Wish Tower to Bandstand Master Plan</u>	<u>M</u>	<u>L</u>	DB
Give greater pedestrian priority to the Seafront end of Carlisle Road	A prosperous place A place to enjoy A place for the future	Implementation will be subject to funding; followed by development of scheme by EBC Highways Group; consultation; and liaison with East Sussex County Council (Highway Authority)	M	M	MP

BEACH-BASED RECREATIONAL AREA					
Create a sandpit area on the beach for volleyball, trampolining & children's fun and games	A safe place A place to enjoy A place for the future	Prepare plans for tender Seek funding Seek planning permission	S	H	MP
Create water-based fun area	<u>A safe place</u> <u>A place to enjoy</u> <u>A place for the future</u>	<u>Prepare plans for tender</u> <u>Seek funding from private sector</u> <u>Seek planning permission</u> <u>Plan additional lifeguard cover</u>	<u>S</u> -	<u>M</u> -	KM
<u>CAROUSEL & ASSOCIATED ATTRACTIONS</u>					

<u>Introduce privately-operated traditional carousel operation on Wish Tower Slopes / Beach 2</u>	<u>A safe place to enjoy</u> <u>A place for the future</u>	<u>Obtain planning permission</u> <u>Prepare plans for tender</u>	<u>S</u>	<u>L</u>	KM

Action Points	Corporate Aim	Implementation	Time Scale	Resource Implications	Lead Officer
<u>CAROUSEL & ASSOC. ATTRACTIONS - contd.</u>					
<u>Investigate introduction of privately operated trampoline/mini bungee jump operation.</u>	<u>A safe place to enjoy</u> <u>A place for the future</u>	<u>Identify suitable location</u> <u>Seek planning permission</u> <u>Prepare plans for tender</u>	<u>S</u>	<u>L</u>	KM
<u>BEACH CABINS</u>					
<u>Re-site 24 units from Beach 2 to Beach 1 (adj. Wish Tower) and offer for short term hire</u>	<u>A place to enjoy</u> <u>A place for the future</u>	<u>Implemented 2002</u>	-	-	-

Re-site some cabins on Beach 3 and 4 to break up corridor effect and facilitate improved views	A place to enjoy A place for the future	Scheduled for October 2002	<u>S</u>	<u>L</u>	DB
Build raised timber decking on Beach 4	A place to enjoy A place for the future	Investigate and cost	<u>M</u>	<u>M</u>	DB
Replace the cabins during the season with better quality wooden cabins	A place to enjoy A place for the future	Agree style Seek funding	L	M	DB
SAFE BATHING AREA					DB
Create an “extra safe” area for restricted family bathing	A healthy place A place to enjoy A place for everyone	<u>A more generalised safe bathing zone, utilising buoys, along the entire seafront is now the preferred option</u>	<u>S</u>	M	DB
FIRST AID POST					

Move to the beach lifeguard station in 2001	A safe place A healthy place	<u>Implemented 2001</u>	-	-	-

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SEAFRONT SHELTERS					
Convert redundant shelters into catering/shop outlets <u>or consider sub dividing shelters, retaining part seating and part concessionary units</u>	A prosperous place A place to enjoy A place for the future	Discussions with private leaseholders Planning brief after consultation with Chatsworth Estate Conservation & Planning Seek private sector companies to invest and operate the outlets	M	<u>M</u>	KM
THE BANDSTAND					

<u>Investigate condition of Bandstand, carry out short term measures and provide interim catering facility</u>	<u>A prosperous place</u> <u>A place to enjoy</u> <u>A place for everyone</u> <u>A place for the future</u>	<u>Work in progress</u>	<u>S</u>	<u>Funding allocated</u>	JM
Refurbishment of the Bandstand	A prosperous place A place to enjoy A place for everyone A place for the future	Seek funding opportunities, for example the Heritage Lottery fund	<u>L</u>	<u>H</u>	JM
Present a more varied programme of music with improved catering	A prosperous place A place to enjoy A place for everyone A place for the future	<u>Programming strategy being implemented</u>	<u>S</u>	M	DB

Investigate outdoor heating	A prosperous place A place to enjoy A place for everyone A place for the future	<u>Six patios heaters are installed.</u> <u>Further provision will be assessed</u>	<u>S</u>	M	DB
<u>SON ET LUMIERE</u>					
<u>Investigate the potential for providing a seasonal offshore based son et lumiere in Character Area 4</u>	<u>A prosperous place</u> <u>A place to enjoy</u> <u>A place for everyone</u> <u>A place for the future</u>	<u>Investigate feasibility</u> <u>Identify opportunities for sponsorship</u>	<u>S</u>	<u>L</u>	KM

<u>Action Points</u>	<u>Corporate Aim</u>	<u>Implementation</u>	<u>Time scale</u>	<u>Resource Implications</u>	<u>Lead Officer</u>
<u>PLEASURE BOATS</u>					

<u>Develop and support the provision of pleasure boat services</u>	<u>A safe place to enjoy</u> <u>A place for the future</u>	<u>Upgrading of concrete ramps and appropriate Health & Safety works around the Allchorn Pleasure Boats site</u>	<u>M</u>	<u>M</u>	KM
THE PIER					
Work with Pier management to improve appearance and condition	A safe place A prosperous place A place to enjoy A place for everyone A place for the future	<u>An ongoing partnership with the Pier owners has developed and some progress has been made</u>	S	L	TC
<u>Develop events and promotions in this area</u>	<u>A prosperous place</u> <u>A place to enjoy</u> <u>A place for everyone</u>	<u>Work with Pier management where appropriate to develop joint initiatives</u>	<u>S</u>	<u>L</u>	KM
COACH DROP-OFF/ PICK-UP POINT					

<p>Improve the facilities for vehicles and visitors at the Pier head</p>	<p>A healthy place A prosperous place</p>	<p><u>Funding from East Sussex County Council Local Transport Plan bid allocation; followed by development of scheme by EBC Highways Group; consultation and liaison with East Sussex County Council (Highway Authority). Scheme currently being designed for consultation in October 2002;</u> start 2004</p>	<p>S</p>	<p>L</p>	<p>MP</p>
<p>SHELTER EAST OF PIER</p>					
<p>Rebuild or convert the shelter into 2 outlets for the sale of refreshments and beach goods</p>	<p>A prosperous place A place to enjoy</p>	<p>Discussions with private leaseholders Planning brief after consultation with Chatsworth Estate Conservation & Planning Seek private sector companies to invest and operate the outlets</p>	<p>M</p>	<p>L</p>	<p>K M</p>

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METROPOL E COURT GARDENS					
Open to the public with a continental café style eating area	A prosperous place A place to enjoy A place for the future	Seek funding from the private sector and prepare plans	M	L	DB
PAVILION TEAROOMS					
<u>Improve facilities and access for customers, wheelchair users and staff</u>	<u>A prosperous place</u> <u>A place to enjoy</u> <u>A place for everyone</u>	<u>Disabled facilities in place</u> <u>Investigate alternative management arrangements</u>	<u>S</u>	<u>L</u>	DH
REDOUBT GARDENS					
Replace some hedging with mixed shrubs and introduce a themed children's croquet area	A place to enjoy A place for everyone A place for the future	Prepare drawings and tender operation by private sector	M	L	DB

REDOUBT FORTRESS					
<u>Improve access and develop other commercial and leisure uses</u> <u>Secure future of museum exhibits</u>	<u>A prosperous place</u> <u>A place to enjoy</u> <u>A place for everybody</u> <u>A place for the future</u>	<u>Seek external funding to improve access</u> <u>Develop commercial opportunities for the Fortress</u> <u>Town museum strategy to be developed in view of the proposed Hub centre</u>	<u>M</u>	<u>M</u>	JM
REDOUBT BOWLING CLUB					
Encourage the leasee to upgrade and modernise the pavilion facilities	A place to enjoy A place for everybody A place for the future	Meet with the lessee to establish work which will be completed	S	L	RC

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TREASURE ISLAND					
Redevelop for children's use	A prosperous place A place to enjoy A place for the future	Private sector interest and funding <u>Phase 1 completed</u>	-	-	RC
<u>Extend Treasure Island rides along the beach behind Treasure Island</u>	<u>A prosperous place</u> <u>A place to enjoy</u> <u>A place for the future</u>	<u>Consult with operators</u>	<u>S</u>	<u>L</u>	RC
BOWLING GREEN TO FISHERMAN'S GREEN					
<u>Prepare a comprehensive brief for combined community-based water sports and activity centre encompassing fish net shops, sea cadets and sailing club</u>	A prosperous place A place to enjoy A place for everyone A place for the future	Prepare planning brief to facilitate comprehensive redevelopment of this area <u>Consult with East Sussex County Council</u>	<u>S</u>	<u>L</u>	RC/KM
SPRAY WATER SPORTS					

Encourage the development of an improved facility within redeveloped Fisherman's Green	<p>A healthy place</p> <p>A prosperous place</p> <p>A place to enjoy</p> <p>A place for everybody</p>	Assist East Sussex County Council to prepare a lottery bid	<u>S</u>	M	RC

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BOWLING CENTRE					
<u>Maintain a high quality facility</u>	<p>A prosperous place</p> <p>A place to enjoy</p> <p>A place for the future</p>	<u>Prepare improvement plan</u>	<u>M</u>	<u>M</u>	KM
PRINCES PARK LAKE					

<p>Introduce a replacement programme for boats and improve facilities including the potential for a restaurant development and improve disabled access <u>and promote wider use</u></p>	<p>A place to enjoy A place for everyone</p>	<p><u>Investigate alternative management arrangements, taking views of private contractor in future developments</u></p>	<p><u>S</u></p>	<p>L</p>	<p>KM</p>
<p>CRUM BLES</p>					
<p>Improve the flood drainage outlet via Princes Park</p>	<p>A place for the future</p>	<p>Finance for this work is collected from new development in Eastbourne Park. The works will be carried out at the appropriate time</p>	<p>L</p>	<p>L</p>	<p>TC</p>
<p>SOVE REIGN CENT RE</p>					

Refurbish and upgrade the centre	<p>A healthy place</p> <p>A prosperous place</p> <p>A place to enjoy</p> <p>A place for everyone</p> <p>A place for the future</p>	<p><u>Investigate alternative management arrangements, supported by Leisure Best Value Review</u></p>	<u>S</u>	<u>L</u>	RC
BOAT BERTHS					
Improve the safety of Jet Ski usage	<p>A healthy place</p> <p>A place to enjoy</p>	<p>Work with water users to agree minimum safety standards</p> <p>Investigate improved policing</p> <p>Introduce new safety measures</p>	M	M	DB/KM

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SKATE BOAR D/ROL LERBL ADE PARK					
<u>Identify an alterna tive and more satisfa ctory site for skateb oardin g and a more approp riate area for rollerbl ading and rollers kating</u>	<p>A place to enjoy</p> <p>A place for the future</p>	<p><u>Extend temporary permission beyond expiry date (February 2003).</u></p> <p><u>Investigate alternative sites in consultation with young people and appropriate Service Centre Managers</u></p>	<p>S/M</p>	<p>L</p>	<p>DB</p>

<p>LAND TO THE EAST OF SOVEREIGN CENTRE</p>					
<p><u>Facilitate development of a new family orientated leisure facility</u></p>	<p>A prosperous place A place to enjoy A place for everyone A place for the future</p>	<p><u>Market land after successful Borough Plan outcome</u></p>	<p>S</p>	<p>L</p>	<p>MR/KM</p>
<p>SOUTH ERN WATER LAND MAINT ENANCE</p>					
<p>Improve the quality of the land maintenance</p>	<p>A prosperous place A place to enjoy A place for the future</p>	<p>Prepare planting and signage plans and seek funding</p>	<p>M</p>	<p>L</p>	<p>DB</p>

COACH AND LORRY PARK					
Investigate the potential for redevelopment	A place for the future A prosperous place	Arrange relocation of uses Prepare Planning Brief	<u>S</u>	L	NK

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SOVEREIGN HARBOUR					

<p>Investigate public access for pedestrians, cyclists and by Dotto Train</p>	<p>A place to enjoy A place for everyone A place for the future</p>	<p>Implementation will be by ongoing negotiation with Developers of land in this location by the Council's Highways Group further to the Highways Act 1980's. 38 and to discussion with land owners by the Head of Sport, Recreation and Leisure concerning the Dotto Train.</p>	<p>S</p>	<p>L</p>	<p>MP</p>
<p>MARTE LLO TOWE RS</p>					

<p>Agree a programme for the preservation of the Martello Towers</p>	<p>A place for the future</p>	<p>Seek from the owners an agreed repair and maintenance programme for the towers and investigate permanent uses.</p>	<p>S</p>	<p>L</p>	<p>JC</p>
<p>COAST PROTECTION</p>					
<p>Seek adequate funding to meet coast protection needs.</p>	<p>A safe place A healthy place A prosperous place A place to enjoy A place for everyone</p>	<p>Implementation by Head of Amenities subject to funding of Eastbourne Borough Council and DEFRA</p>	<p>S/M/L</p>	<p>H</p>	<p>MP</p>
<p>SEASIDE AWARDS</p>					

To continue to achieve Seaside Award Status for the main bathing beaches	<p>A healthy place</p> <p>A place to enjoy</p> <p>A place for the future</p>	<p>Apply for Seaside Award annually</p> <p><u>Apply for Seaside Rural Award status for beaches at Holywell in 2003</u></p>	<u>S</u>	<u>L</u>	DB

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<u>PUBLIC ARTS</u>					
<p><u>Use sculpture and interpretation to enhance quality and experience of the seafront</u></p>	<p><u>A prosperous place</u></p> <p><u>A place to enjoy</u></p> <p><u>A place for everyone</u></p>	<p><u>Identify appropriate sites and liaise with arts bodies</u></p>	<u>S</u>	<u>L</u>	KM
PLANTING STRATEGY					

<p>Reduce seasonal bedding displays in favour of more tropical effect species (excluding Carpet Gardens). <u>Prioritise activities between Wish Tower and Bandstand.</u></p>	<p>A prosperous place A place to enjoy A place for the future</p>	<p>Prepare a seafront planting strategy</p>	<p>S</p>	<p>M (Funds Allocated)</p>	<p>DB</p>
<p>Renovate old shrub beds with drought tolerant and lower maintenance species. <u>Prioritise activities between Wish Tower and Bandstand.</u></p>	<p>A prosperous place A place to enjoy A place for the future</p>	<p>Renovate shrub beds on a rolling programme</p>	<p>M</p>	<p>M</p>	<p>DB</p>

<p><u>Secure</u> <u>sponso</u> <u>rship</u> <u>for the</u> <u>circula</u> <u>r</u> <u>raised</u> <u>flower</u> <u>bed on</u> <u>Wish</u> <u>Tower</u> <u>slopes</u></p>	<p><u>A prosperous place</u> <u>A place to enjoy</u> <u>A place for the future</u></p>	<p><u>Identify potential sponsors</u></p>	<p><u>S</u></p>	<p><u>L</u></p>	<p>DB</p>
<p>DECKCH HAIRS</p>					
<p>Introduce a zoning policy to provide deckchairs at the times and in places where demand will</p>	<p><u>A place to enjoy</u></p>	<p><u>Plans for policy covering Wish Tower to Pier being prepared</u> <u>Investigate further sponsorship opportunities</u></p>	<p>S</p>	<p>L</p>	<p>DB</p>

<p>FIXED FURNITURE/</p> <p>COMMEMORATIVE SEATING</p>					
<p>A seating plan to balance the demand from relatives for commemorative seats with public need</p>	<p>A place to enjoy</p> <p>A place for everyone</p> <p>A place for the future</p>	<p>Draft plan for consultation to include alternatives for sponsoring trees and theatre seats</p>	<p><u>M</u></p>	<p>L</p>	<p>MP</p>

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EVENTS SEAFRONT STRATEGY					
Seafront events to be encouraged	A prosperous place A place for everyone A place to enjoy A safe place A healthy place	<u>Identify appropriate opportunities with a view to achieving six major events a year and smaller events every weekend</u>	S	L	KM
ADVERTISING ON THE SEAFRONT					

Conduct an audit of seafront poster sites and instigate a replacement and renovation programme of boards	A prosperous place A place to enjoy	Conduct audit prepare plans and seek funding	S	L	KM
SEAFRONT BUILDINGS					
The buildings on the Seafront to be well presented and maintained	A prosperous place A place for the future	Continue to monitor and seek owners co-operation to ensure a good standard is maintained Use legal powers in default	S	L	MR

<p>ACCESS AND FACILITIES FOR PEOPLE WITH DISABILITIES</p>					
<p>Improved access arrangements need to be encouraged where feasible for those facilities that are below standard</p>	<p>A prosperous place</p> <p>A place for everyone</p>	<p>Liase with Eastbourne Access Group</p> <p>Identify substandard facilities</p> <p>Cost and prioritise work</p>	<p>M</p>	<p>M</p>	<p>NK</p>

<p><u>Provide walkway on Beach 1</u></p>	<p><u>A prosperous place</u> <u>A place for everyone</u></p>	<p><u>Prepare planning application</u></p>	<p><u>S</u></p>	<p><u>Funds allocate</u></p>	<p>MP</p>
<p><u>Provide ramp between n upper and middle parades to the west of the Bandst and</u></p>	<p><u>A prosperous place</u> <u>A place for everyone</u></p>	<p><u>Planning application submitted</u></p>	<p><u>S</u></p>	<p><u>Funds allocated</u></p>	<p>MP</p>

Action Points	Corporate Aim	Implementation	Time Scale	Resource Implications	Lead Officer

<p>PUBLIC CONVENIENCES</p>					
<p>Reduce vandalism in public conveniences</p>	<p>A safe place A healthy place A place for everyone</p>	<p>Implementation will be by the Head of Amenities who will undertake survey work and implementation further to the Council's recent Best Value Review of Public Conveniences.</p>	<p>S/M</p>	<p>M</p>	<p>MP</p>
<p>Investigate the provision of an extra toilet and shower facilities for chalet holders</p>	<p>A safe place A healthy place A place for everyone</p>	<p>Implementation by Head of Amenities who will investigate proposal and seek funding source. Implementation subject to funding and planning permission</p>	<p><u>S</u></p>	<p><u>L</u></p>	<p>MP</p>

BEACH AND PROMENADE CLEANING					
Daily cleansing to be extended to all of the seafront	<p>A safe place</p> <p>A healthy place</p> <p>A prosperous place</p> <p>A place to enjoy</p> <p>A place for everyone</p> <p>A place for the future</p>	<p>Implementation by Head of Amenities who will review this improved service in this year as part of the Best Value Review of the Council's Refuse and Street Sweeping Contract with implementation, as may be appropriate further to revised contract specification in April 2003.</p>	S/M/L	H	MP
LITTER BINS					

Provision of litter bins will be reviewed and potential for recycling investigating	A healthy place A place for the future	Implementation by Head of Amenities who will review this improved service in this year as part of the Best Value Review of the Council's Refuse and Street Sweeping Contract with implementation, as may be appropriate further to revised contract specification in April 2003.	S/M	M	MP

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STREET LIGHTING					

<p>Improve lighting to the roadway between Upper and Lower Holywell and to support activities at the Italian Gardens</p>	<p>A safe place A place to enjoy</p>	<p>Implementation by Head of Amenities further to investigation of this facility and available funding.</p>	<p>M</p>	<p>M</p>	<p>MP</p>
<p>Security lighting for chalets and shelters at Lower Holywell and on the lower promenade in Character Area 4</p>	<p>A safe place A place to enjoy</p>	<p>Implementation by Head of Amenities further to investigation of this facility and available funding.</p>	<p>M</p>	<p>M</p>	<p>MP</p>

<p><u>Improv</u> <u>e</u> <u>decora</u> <u>tive</u> <u>lighting</u> <u>on</u> <u>lower</u> <u>promenade</u> <u>between</u> <u>n Wish</u> <u>Tower</u> <u>and</u> <u>Bandstand</u> <u>and</u> and introduce Festive lighting at Christmas time in Character Area 4</p>	<p><u>A safe place</u> <u>A place to enjoy</u></p>	<p><u>Implementatio</u> <u>n by Head of</u> <u>Tourism</u> <u>Development</u> <u>further to</u> <u>investigation</u> <u>of this facility</u> <u>and available</u> <u>funding.</u></p>	<p>M</p>	<p>M</p>	<p>KM/MP</p>
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<p>Specific lighting for statues, features and some buildings</p>	<p>A safe place A place to enjoy</p>	<p>Implementation by Head of Tourism Development further to investigation of this facility and available funding.</p>	<p>M</p>	<p>M</p>	<p>MP</p>
<p>Decorative lighting to link with the illumination at the seaward end of Terminus Road, to encourage a defined route into the</p>	<p>A safe place A place to enjoy</p>	<p>Implementation by Head of Amenities further to investigation of this facility and available funding.</p>	<p>M</p>	<p>M</p>	<p>MP</p>

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PARADES, WALKWAYS, WALL & STRUCTURES					
A proactive maintenance plan to be implemented	A safe place A healthy place A prosperous place A place to enjoy A place for the future	Seek additional funding for proactive work	M	H	MP
LOCAL TRANSPORT PLAN					

Decriminalisation of car parking	<p>A safe place</p> <p>A prosperous place</p> <p>A place for the future</p>	<p>To be implemented by the Council further to necessary funding and detailed plans for implementation.</p>	<u>S</u>	<u>H</u>	MP
Improved facilities for coaches dropping off and picking up	<p>A safe place</p> <p>A prosperous place</p> <p>A place for the future</p>	<p><u>Scheme starts 2004 - refer to Coach/Drop off above.</u></p>	<u>S</u>	<u>L</u>	MP
Installation of light controlled crossing	<p>A safe place</p> <p>A prosperous place</p> <p>A place for the future</p>	<p><u>Implemented 2002</u></p>	S	L	MP

Partial pedestrianisation Terminus Road	A safe place A prosperous place A place for the future	Implementation subject to funding from East Sussex County Council Local Transport Plan bid allocation; followed by development of scheme by EBC Highways Group; consultation; and liaison with East Sussex County Council (Highway Authority).	<u>S</u>	<u>L</u>	MP

Action Points	Corporate Aim	Implementation	Time Scale	Resource Implications	Lead Officer
CYCLE ROUTES					

<p>Promote safe cycle routes within the Seafront Strategy Area</p>	<p>A healthy place A prosperous place A place to enjoy</p>	<p>Implementation by Head of Tourism</p> <p><u>Investigate the potential for a time or/and season zone for cycling and skating along the seafront.</u></p> <p>Development further to investigation of this facility and available funding.</p>	<p>S</p>	<p>M</p>	<p>KM</p>
<p>Route and walkway to be provided to connect with Sovereign Harbour</p>	<p>A healthy place A prosperous place A place to enjoy</p>	<p>Implementation will be by ongoing negotiation with Developers of land in this location by the Council's Highways Group further to the Highways Act 1980's. 38</p>	<p>S</p>	<p>M</p>	<p>MP</p>
<p>ENFORCEMENT STRATEGY FOR SEAFRONT BYELAWS</p>					

A more positive enforcement role to be adopted along the seafront	A safe place	Implementation by the Head of Tourism Development who will co-ordinate a working party of appropriate officers of the Council to prepare a protocol for enforcement; implementation will be subject to necessary funding and approval of Cabinet.	S/M	M	MP
CRIME & DISORDER ISSUES					
Reduce the number of areas hidden from CCTV	A safe place A healthy place	Seek to incorporate in Corporate Safety Plan <u>Phase 1 completed</u>	S	H	NF

Improve the seafront lighting in consultation with the Police	A safe place A healthy place	Seek to incorporate in Corporate Safety Plan	S	H	NF
Link all leisure operators along the seafront with a radio link scheme	A safe place A healthy place	Seek to incorporate in Corporate Safety Plan	S	H/subject to external funding	NF