

COMMITTEE:	CABINET
DATE:	13 FEBRUARY 2003
SUBJECT:	AN ECONOMIC REGENERATION STRATEGY FOR EASTBOURNE
REPORT OF:	DIRECTOR OF PLANNING, REGENERATION & AMENITIES
Ward(s):	All
Purpose:	To seek Cabinet authority to allow wide consultation on the draft Economic Regeneration Strategy.
Contact:	Penny Shearer, Head of Regeneration, Telephone 01323 415030 or internally on extension 5030.
Recommendations:	That Cabinet agrees that the draft Economic Regeneration Strategy can be circulated for consultation within the community.
1.0	<u>Background</u>
1.1	The last Economic Development Strategy was produced to cover the period 1998 to 2003. During that time the focus of activity has changed from solely economic development to becoming more inclusive and taking a more holistic approach to regeneration.
2.0	<u>A Economic Regeneration Strategy for Eastbourne</u>

2.1	The emergence of the Local Strategic Partnership (Eastbourne Strategic Partnership) together with the development of the Community Plan has meant that an Economic Regeneration Strategy for the whole of the town is needed to contribute to the full framework into which all partners can contribute their activity.	
2.2	The draft Economic Regeneration Strategy has been written by the Regeneration Team of Eastbourne Borough Council. It is a starting point for the development of a strategy that will ultimately become part of the Community Plan. Members will be aware that it is intended that Eastbourne Reborn should take responsibility for the Economic Regeneration Strategy using partners such as the Council and others to deliver components of the final strategy. As such the Economic Regeneration Strategy has been circulated to members of Eastbourne Reborn Board for initial consultation and input. When the Board is happy with its content, it will conduct the consultation prior to submission to the Local Strategic Partnership for adoption.	
2.3	The Regeneration Strategy is designed to be for the whole of the town and not just for Eastbourne Borough Council, and it should be read and understood in this way. The Strategic Objectives will be what Eastbourne needs in order to address some of the problems highlighted by the Strategy. These have been suggested to be the responsibility for the most appropriate organisation. Some are the responsibility of the Council; some will be with other organisations.	
2.4	Any additional comments that Cabinet wishes to make can be included following consultation when all comments can be built into a revision of the draft.	
3.0	<u>Consultations</u>	
3.1	Within the Council, Corporate Management Team, Heads of Service and a number of other officers have received the draft and have made comments. Given that Cabinet is being asked to endorse this document as suitable for consultation and it is a draft further comments will be received and will need to be considered for inclusion in the final document.	
3.2	The draft Economic Regeneration Strategy will have been presented to Eastbourne Reborn on 4 February and any initial reaction and comment will be reported verbally at the Cabinet meeting.	
3.3	It is anticipated that the document will eventually be adopted by the Eastbourne Strategic Partnership as part of the Community Strategy.	

4.0	<u>Implications covering Human Resource, Environmental, Financial, Youth, Anti-Poverty Implications, Community Safety & Human Rights</u>	
4.1	This report is simply to request agreement to consultation by another organisation. The implications for the town are significant under all of the headings but the decisions to be made as a result of this report do not have implications under any of these headings for the Council at this time.	
5.0	<u>Conclusion</u>	
5.1	The current Economic Development Strategy is to be superseded by the draft Economic Regeneration Strategy and that prior to adoption by the Eastbourne Strategic Partnership Cabinet will endorse it as appropriate and agree to further consultation by partners of the Eastbourne Strategic Partnership.	
Norman Kinnish Director of Planning, Regeneration & Amenities		

Background Papers:

The Background Papers used in compiling this report were as follows:

Economic Development Strategy 1998-2003

To inspect or obtain copies of background papers please refer to the contact officer listed above.

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