



**Meeting: Council**

**Date: Wednesday 14 September 2011**

**Subject: Proposed submission Eastbourne town centre area action plan (AAP)**

**Report of: Councillor David Tutt on behalf of the Cabinet**

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The Council is asked to consider the minute and resolution of the Cabinet meeting held on 13 July 2011 as set out below.

Further copies of the report to Cabinet are available on request – please see end of this report. A copy may be seen on the Council’s website at:

<http://www.eastbourne.gov.uk/council/meetings/cabinet/>

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**The Council is recommended to:-**

**Approve the proposed submission Eastbourne town centre area action plan.**

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**Minute Extract  
CABINET 13 July 2011**

**21 Proposed submission Eastbourne town centre area action plan (AAP)(Cabinet, 26 May 2010, page 26, minute 9).**

- 21.1 Cabinet considered the report of the Senior Head of Development and Environment. The action plan would form a key component of the Council’s local development framework (LDF) and form a blueprint which would steer the delivery of a regenerated town centre. Cabinet had previously approved an issues and options report for community consultation. A 12 week consultation period (14 June 2010 to 6 September 2010) was one of the most extensive and most innovative undertaken by the Council on a planning document.
- 21.2 At the end of the consultation period, 488 comments had been received from 67 individuals and the representations made had been taken into consideration in the preparation of the proposed submission area action plan The majority of the comments received (72%) were supportive of the policy themes and emerging options and the representations essentially focused on:
- The need for attractive public spaces.
  - Better signage.
  - The need for better shops particularly high street fashion retailers.
  - The need to protect the independent secondary retail areas.

- The need for a more diverse evening and night-time economy.
- Support for more pedestrianisation, increased connectivity and better crossing points.
- The need to improve the Terminus Road bus interchange, which was considered to be congested and unattractive and with poor air quality.
- The need to protect heritage assets but also secure good quality contemporary buildings.

Responses to all of the comments received during the consultation were detailed in a background paper to the report. The full AAP document had been sent to lead members only. Copies had been placed in the Members' Room and at the Town Hall reception. It was also available to view on the Council's website. It was noted that the Planning Committee, at their meeting on 12 July 2011, had indicated their full and enthusiastic support for the AAP.

- 21.3 Publication of the proposed submission Eastbourne town centre AAP document would provide the community and stakeholders with a further opportunity to consider and comment on the proposals before the Council formally submitted the AAP to the Secretary of State. As there had been an extensive 12 week consultation on the issues and options document, it was not considered necessary to run the next stage for 12 weeks. However it was proposed to have a 9 week period in which the community and stakeholders could make representations, from 21 July until 22 September 2011 and this had been agreed with the Eastbourne Strategic Partnership. This would comprise a central 6 week intensive period from 2 August until 13 September and a web based consultation which would run for one and a half weeks before and after the core consultation period. The publicity plan was appended to the report. The Council would then consider the representations made before deciding whether there was a need for further changes to be made to the final document which would be submitted to the Secretary of State.
- 21.4 On behalf of the Cabinet, the Chairman expressed his thanks for the work of officers in the preparation of the plan and the consultation arrangements and to the Council's partners and other organisations in the town for their involvement. Councillor Wallis made particular mention of the work undertaken by Lisa Rawlinson in her role as principal implementation officer.
- 21.5 **Resolved (key decision):** (1) That the proposed submission Eastbourne town centre area action plan be approved for the community and stakeholders to make final representations during July and September 2011.
- (2) That the Senior Head of Development and Environment in consultation with the lead Cabinet member be given delegated authority to make minor amendments before publication.

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For a copy of the report please contact Local Democracy at the Town Hall,  
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E-mail: [localdemocracy@eastbourne.gov.uk](mailto:localdemocracy@eastbourne.gov.uk)

For further information please contact

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