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SEATON REGNERATION PROGRAMME BOARD ACTION POINTS FROM A MEETING HELD AT SEATON TOWN HALL, SEATON ON WEDNESDAY 21 SEPTEMBER 2011

Present:

Councillor Graham Godbeer	GG	EDDC
Councillor Andrew Moulding	ATM	DCC
Councillor Peter Burrows	PB	Seaton Town Council
Councillor Heather Sandham	HS	Seaton Town Council
Councillor Carol Rapley	CR	Axmouth Parish Council
Rod Bury	RB	Seaton Chamber of Commerce
Edward Willis Fleming	EWf	Axe Riverside Co.
Jenny Nunn	JN	Seaton Tramway
Tony Le Riche	TLR	Seaton Town Clerk
Janet Wallace	JW	EHO, EDDC
Neil Parish	NP	Member of Parliament
Sulina Tallack	ST	Section 106 Officer, EDDC
Richard Cohen	RC	Deputy Chief Executive, EDDC
Nigel Harrison	NH	Economic Development Manager, EDDC
Chris Lane	CL	Democratic Services Officer, EDDC
Charlie Plowden –	CP	Countryside Manager, EDDC
Donna Best		Principal Estates Surveyor, EDDC
Kate Little		Head of Economy, EDDC

Apologies:

Carolyn Dunn	CD	Seaton Town Development Manager
Councillor Stephanie Jones	SJ	EDDC
Councillor Jim Knight	JK	EDDC
Amanda Newsome	AN	Natural England
Steve Turner	ST	DCC
Terry Dinham	TD	Tesco's
Councillor Ian Thomas	IT	EDDC
Marcus Hartnell	MH	Seaton Chamber of Commerce

The meeting started at 9.15am and finished at 12.10pm.

Item	Notes/Decisions	Action
1.Introduction	Welcome and introduction.	
2.Notes of meeting held on 23 June 2011	The notes of the meeting held on 23 June 2011 were agreed as a true record.	Noted
3. Matters Arising	<u>Summary on latest developments at LSE2 (Harepath Road)</u> Members noted that the Pre-application Advisory Panel had met with Ward Members and Portfolio Holders and advised on the suitability of the developer's proposals. As a result a formal planning	Noted

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	<p>application had been prepared.</p> <p><u>Update on the Seaton Regeneration Agenda</u> In answer to a question on the cycleway scheme it was reported that a completion date was not yet known, but progress would be reported to the board in the future.</p>	
<p>4. Update on the Seaton Regeneration Agenda</p>	<p>Members were updated on progress on the Seaton Regeneration agenda; significant progress had been made on delivery of the programme.</p> <p>The programme measures included:</p> <ul style="list-style-type: none"> a) 200 new jobs in the Seaton area by 2011. b) Delivery of the Seaton Wetland Nature Reserve by 2011. c) Delivery of the Visitor Centre and expanded wetland Nature Reserve and cycle hub funded and in place by 2011. d) Improved youth facilities by 2010. e) A medium sized supermarket. f) Contributions to improved school and health facilities. g) A seamless move of Seaton's nursery provision. h) Funding for a Town Centre Manager to assist the town in managing the change process. i) A financial contribution to EDDC's wetlands nature reserve tourist. j) Provision within the regeneration site for a hotel or other overnight accommodation. <p>It was noted that discussions were going well with a housing developer for the land next to the Tesco store. Tesco anticipated the provision of 300 full and part time jobs in Seaton. A further 10 jobs could be created through the delivery of the Visitor Centre.</p> <p>A view was expressed that such significant progress had been made on the existing list that a new list of projects should be produced. It was also noted that a town centre health check was being commissioned and Seaton Town Manager would be liaising with the consultants of the exercise. Members also discussed the question of a Master Plan for the whole of Seaton, not just the regeneration area.</p> <p>Action That when the notes were circulated Members be requested to email any new projects they would wish to see added to the programme of projects.</p>	<p>CL</p>

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<p>5. Visitor Centre – current situation.</p>	<p>Since the last meeting the EDDC Cabinet had agreed to go ahead with the marketing of the opportunity to run the attraction and work on that had now started. In the meantime, an expression of interest was to be submitted as round one of a Heritage Lottery Fund to support the Visitor Centre. It was hoped to be able to go to the market this side of Christmas.</p> <p>Discussion followed about the future of the TIC which was temporarily housed in the Tramway building. Seaton Town Council would be encouraged to discuss this issue and make a decision on whether they agreed to run it and be responsible for the TIC in the future. Also what their requirements would be, assuming any, in terms of accommodation in the new Visitor Centre. Members noted that the Tramway was seeking to cease the current arrangement of the TIC occupying part of the Tramway ticket office.</p>	<p>Noted</p>
<p>6. Seaton Tramway – future developments.</p>	<p>The Tramway was discussed in terms of the season so far and impact of the Tesco development. Visitor numbers were 5-10% down over the course of the year.</p> <p>Negotiations would be starting with EDDC on a new agreement for the terminal building.</p> <p>Some interest was also expressed about public art both linked to the Tramway and more widely in the town. There were a number of possible public art proposals being explored through CAG and other groups for the public realm. It maybe possible to use part of the contribution for public art on a project on the exterior of the Visitor Centre to enhance the arrival point for tram passengers.</p>	<p>Noted</p>
<p>7. Wetlands update</p>	<p>The Wetlands facility was fully booked for visits from schools and visitor numbers were expected to be in the region of 30-35,000 over the year (slightly reduced on the previous year). The eventual visitor target was 60,000 visitors per year.</p> <p>The meeting was keen to see the Wetlands site marketed and promoted more and greater links established with other activities in the Regeneration area.</p>	<p>Noted</p>

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	<p>Infrastructure for the Stop Line Way would be in place later in the year or early next year.</p> <p>The possibility of a new tram halt being built in the Wetlands site.</p> <p>The meeting discussed additional resources of funding and revenues for the Wetlands, to obtain funding from private sources, bequests etc now it was running successfully. There was also an opportunity to get the third sector involved more, including help with running events and the catering facility. Volunteers could be involved and help with staff capacity issues. Schools were now being charged for visits to cover costs.</p> <p>There were some uncertainties about funding streams, but the scheme continued to receive High Level Stewarding funding from the Government. Money had also been received from the 'Making it Local' scheme. Approaches could be made through Neil Parish MP for support with funding from Natural England.</p> <p>The land area for the wetlands was expected to reach 220 acres when the scheme was completed.</p>	
8. Town Management update	<p>A Seaton Town Development Management Steering Group was established in July, comprising two representatives of each of the 3 funding partners and Seaton Chamber of Commerce. The Steering Group was intended to guide the project, agree an overall strategy and monitor progress in relation to the implementation of agreed projects.</p> <p>Initial projects coming forward through the summer included partnership working with the Chamber of Commerce to enhance the appearance of the town centre leading to the opening of the new Tesco store (expected to be 9 December) and in the run up to the Christmas trading period; work on improvements to the external appearance of the Underfleet toilets; work on a "Welcome to Seaton" ambassador project and the creation of a project web site.</p> <p>Strategic themes discussed within the Project Steering Group included: Marketing Seaton, Town Centre Health check, Retail review, Visitor Centre delivery and agreeing key performance indicators.</p>	Noted

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<p>9. Section 106 and Participatory Budgeting in Seaton</p>	<p>Members noted that there was £75,000 of sports money available in Seaton through Section 106 (developers) contributions. This money would be spent on improvements to Seaton Primary School swimming pool (£50,000), £15,000 on outdoor gym equipment at Seafield Gardens (opened on 17 September) and £10,000 on delivering ground level trampoline and climbing wall as part of improving facilities at Elizabeth Road.</p> <p>When the housing on land next to the Tesco store was built there would be considerable extra funding for projects made available. It was hoped that the S106 policy would be updated to include an expanded remit. Members emphasised again the importance of spending any money generated by Seaton in the town for the benefit of its residents.</p>	<p>Noted.</p>
<p>10. Seaton Seafront</p>	<p>There was a discussion on proposed opportunities for improvements to Seaton seafront as a way of encouraging further investment in the town and ensuring visitors stayed in Seaton and spent their money in the town.</p> <p>LDA Design had come up with some initial ideas for possible improvements to the seafront. It was pointed out that as well as LDA's expertise there were other design companies who might have a view about the seafront.</p> <p>ACTION that appropriate design companies be sought with a view to arranging presentations to a future Regeneration Board about possible design improvements to Seaton seafront.</p>	<p>DB</p>
<p>11. Neil Parish, MP</p>	<p>Neil Parish thanked the Board for the invitation to speak at the meeting. He expressed delight with the positive approach being taken by the Board and would try to help Seaton and the Regeneration agenda at Government level wherever possible. He would try to attend board meetings at least once a year.</p> <p>The Chair thanked NP for his attendance.</p>	<p>Noted</p>
<p>12. Any other business</p>	<p><u>Membership of the Board</u></p> <p>ACTION that the Tesco Store Manager be invited to join as a member of the Board.</p>	<p>DB</p>

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	<p><u>LSE2</u> Discussion continues with Seaton Town FC regarding their possible relocation.</p> <p><u>Tony Le Riche</u> new Seaton Town Clerk introduced himself and gave details of his previous experience. Members of the Board welcomed him and looked forward to working with him over the coming months.</p> <p><u>New Agenda item</u> An item of 'Brand of Seaton' and the marketing of the town be put on the next agenda as an item.</p> <p>ACTION that an item 'Brand of Seaton' be put on the agenda for the next meeting and the Town Manager be requested to produce a short brief.</p>	CD
13. Date and time of next meeting	It was noted that the next meeting would be held on Tuesday 13 December 2011 – 9.15 a.m. Also Wednesday 21 March 2012 at 9.15 a.m.	All