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SEATON REGENERATION PROGRAMME BOARD ACTION POINTS FROM A MEETING HELD AT SEATON TOWN HALL, SEATON ON TUESDAY 21 MAY 2013

Present:

Councillor Graham Godbeer	GG	EDDC
Councillor John Meakin	JM	Seaton Town Council
Councillor Heather Sanham	HS	Seaton Town Council
Councillor Carol Rapley	CR	Axmouth Parish Council
Councillor Andrew Moulding	AM	DCC
Councillor Ian Thomas	IT	EDDC
Councillor Jim Knight	JK	EDDC/DCC
Nigel Harrison	NH	Economic Development Manager, EDDC
Andy Carmichael	AC	Principal Planning Officer
Doug Smith	DS	Trustee Seaton Visitor Centre
Richard Cohen	RC	Deputy Chief Executive, EDDC
Terri Rawding	TR	Tesco
Heidi Hallam	HH	Business Development Officer
Lesley Garlick	LG	DCC
Karin Frewin	KF	Marketing & Events Coordinator
Chris Lane	CL	EDDC
Claire Frear	CF	THREAD Heritage Architects
Anya Oliver	AO	DWT
Nick Stephen	NS	Communication Officer

Apologies:

Councillor Stephanie Jones	SJ	EDDC
Donna Best	DB	EDDC
Marcus Hartnell	MH	Seaton Chamber of Commerce
Charlie Plowden	CP	Countryside Manager, EDDC

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Harry Barton	HB	Devon Wildlife Trust
Jenny Nunn	JN	Seaton Tramway

The meeting started at 9.15am and finished at 11.40am.

Item	Notes/Decisions	Action
1.Introduction	Welcome and introductions.	
2.Notes of meeting held on 10 December 2012	The notes of the meeting held on 10 December 2012 were agreed as a true record, subject to the change of the word 'charter' to 'cluster' in item 5 bullet point 3.	Noted
3. Matters Arising	<p><u>Stop Line Way between Seaton and Colyford</u></p> <p>LG gave an update on progress on the Stop Line Way. It was noted that DCC were still negotiating regarding land at the coach park. Once these negotiations had been successfully concluded then construction of the Seaton end of the Stop Line Way could start. Progress on the Colyford end was dependent on negotiations with a land owner.</p> <p><u>Housing</u></p> <p>AC reported that there was little further progress on housing on the Regeneration site. Permission for development on the Racal site had recently been renewed by the Development Management Committee.</p> <p><u>Jurassic Coast Marine Links project</u></p> <p>LG reported that Devon and Dorset County Councils had committed funding for the appointment of a technical advisor. However in the event, Devon County Council had withdrawn this funding. It was hoped that this funding from DCC could be reinstated, but on a more limited basis.</p> <p>Members noted that both Seaton and Sidmouth Town Councils had committed funding to take the project forward.</p> <p>LG confirmed that she hoped to meet with potential operators for the Marine Links project. Members noted the need to have a coordinated approach between all parties to bid for Coastal Communities Funding. RC informed the Board that it was likely that EDDC would be applying to the CCF for funding to help pay for work to improve the Mamhead</p>	Noted

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	<p>Slipway, Exmouth. Members noted that there was likely to be a number of competing bids to the CCF for funding.</p>	
<p>4. Discovery Centre Update</p>	<p>AO reported that the DWT had applied for Stage 1 Heritage Lottery Funding and a decision on this would be made on 5 June 2013. A planning application with revised design for the building had been submitted and was likely to be considered by the Development Management Committee at its meeting on 11 June.</p> <p>During discussions the following points were noted:</p> <ul style="list-style-type: none"> ❖ The Natural Seaton Partnership was in place; ❖ EDDC & DWT were discussing lease arrangements; ❖ The planning application for the Discovery Centre had been considered by Seaton Town Council; ❖ Possible concern expressed by traders about the loss of parking spaces. AC confirmed that the planning authority considered that 150 parking spaces was sufficient; ❖ It was anticipated that the Discovery Centre could be completed in 2015. <p>GG confirmed that he hoped that fruition for the Visitors Centre was finally in sight. Once completed the Visitors Centre would be an excellent facility for Seaton.</p>	<p>Noted</p>
<p>5. Town Management Update</p>	<p>HH reported that she had been in post as Seaton Business Development Officer since February 2012. The project had so far worked well and HH had been reporting to the chair of Seaton Chamber (MH), NH at EDDC and Stewart Horne at BiP.</p> <p>HH had initiated a new scheme to support local independent businesses, to raise the awareness with the public of their local shops and to gain feedback about what people did and didn't like about doing business in Seaton.</p> <p>The Awards project was a great success and involved marketing to local businesses, public voting, an awards ceremony, feedback about Seaton and a press campaign. Over 500 members of the public had engaged with the project and voted for their favourite businesses. The winners of the two main categories were: Frydays for Best Independent Retail Business and Carly's Clothing Alterations won Best Independent Non-Retail Business.</p>	<p>Noted</p>

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	<p>In the spring a programme of PR was organised and this included adverts and editorials, letters and leaflets to local businesses, involvement in activities with the Town Council and other events.</p> <p>Other updates were:</p> <ul style="list-style-type: none"> ❖ Took over role of Chamber Secretary on resignation of post holder; ❖ Member of Christmas Committee; ❖ Ongoing work with STC, EDDC, DCC and others for improved signage; ❖ 10 new members to Chamber; ❖ Active member of Town Development Team; ❖ Good working relationships with STC, EDDC and local Councillors; ❖ Presented to the Seaton and District Club for the visually impaired; ❖ Working with EDDC on the project for New Business Units in Seaton; ❖ Holding monthly “surgery” in the Town Hall; ❖ Close working with STC’s Marketing and Events Co-ordinator. <p>There were a number of items on the Work Plan to the end of July 2013 which was the end of the contract with BiP.</p> <p>Members emphasised the importance of supporting local business until 2015 when the Discovery Centre would be built. EDDC needed to put arrangements in place to assist business in Seaton in consultation with STC and the Chamber of Commerce.</p> <p>A view was expressed that shops in Seaton needed to be encouraged to stay open longer to attract more customers.</p> <p>The Regeneration Board wished to thank HH for her enthusiasm and commitment on behalf of business in Seaton.</p>	
<p>6. Marketing plans for Seaton and the wider area</p>	<p>KF gave an overview of her activities since starting her contract as Marketing & Events Coordinator working with Seaton Town Council in October 2012. Her role was to work to promote Marketing & Events for Seaton. She had also set up the Seaton Development pilot. The three Town Development Committees that she set up were 1. Marketing, 2. Events, 3. Enhancing/Vibrant Seaton.</p>	<p>Noted</p>

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	<p>The core objectives were as follows:</p> <ul style="list-style-type: none"> ❖ To produce and commence implementation of a marketing plan for Seaton; ❖ To create a series of events; ❖ To increase press communications and positive PR; ❖ To create a new brand image for town development activities and update logo for STC; ❖ To upgrade collateral for development activities; ❖ To undertake research into destination websites for Seaton; ❖ To create opportunities for new channels such as social media, school networks and advertising; ❖ To undertake research into the visitor experience; ❖ To increase collaboration with key local groups with the longer term aim of creating 'joined up' activities/events and promotions for Seaton. <p>There were a number of achievements these included:</p> <ul style="list-style-type: none"> ❖ Working to create new 'coordinated' signage in the town; ❖ Jurassic Plant Trail; ❖ New Craft market for the town; ❖ Beach concessions for bouncy castle and deckchairs; ❖ Beach lighting; ❖ More positive press coverage from both local papers for events in Seaton; ❖ Seaton Big Clean. <p>KF confirmed that there was a renewed desire to get things happening in Seaton. She commented that the signage in Seaton was inconsistent. In order to make a 'Seaton Brand' it was important to make the signage more coordinated.</p> <p>AC raised the issue of another cycling festival for Seaton, HS reported that this would be linked to the opening of the Stop Line Way.</p>	
<p>7. Seaton Workshops project</p>	<p>NH reported that EDDC had bought land at Harepath Road for the development of new workshops. It was also planned to refurbish the Colyford Road Depot and architects had been approached to design a scheme. EDDC planned to increase business accommodation in the town.</p> <p>Consultation would be held with the existing Riverside Workshop leaseholders, Chamber of Commerce and STC to ensure that the design for</p>	<p>Noted</p>

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	<p>the Harepath Road industrial units would be the most appropriate for Seaton. In response to a question, NH confirmed that none of the Riverside Workshop leaseholders was under threat of eviction. EDDC had no plan to move the existing leaseholders. It was hoped to let the contract to build the new Workshop Units next year (2104).</p>	
<p>8. Seaton Enhancement Consultation</p> <p>Seafront and</p>	<p>CF reported that since STC's previous public consultations with regard to the development of Seaton's seafront. Thread Heritage Architects had been working alongside the Council to take all of the ideas into consideration to develop a series of options which would form the basis of the town's preferred Master Plan.</p> <p>They had been talking to individual residents, business owners, local companies, the Environment Agency, DCC and EDDC to review what maybe possible.</p> <p>The project aim was to provide:</p> <ul style="list-style-type: none"> ❖ An attractive, vibrant and practical community space for events; ❖ A 'crossroads' leading to Seaton;' attractions; ❖ A gateway to the town centre from the sea; ❖ Improved transport connections – walking, cycling, tramway, bus, boat and road; ❖ Improved business opportunities. <p>Members noted that the most popular point made in the consultation feedback was that the physical divide between pedestrian and sea needed to be reduced. KF reported that they had taken into consideration all of the consultation feedback and designed a series of options for different areas of the Masterplan.</p> <p>The Regeneration Board confirmed the importance of finding sources of funding for the enhancement work and the possibility of pursuing the project in stages as funding became available. The importance of engaging with the Environment Agency at all stages was emphasised.</p> <p>CF was thanked for her work on Seaton Seafront Enhancement and consultation.</p>	<p>Noted</p>
<p>9. Review of Programme Board activity</p>	<p>RC reported on the Review of Programme board activity since Cllr Graham Godbeer had taken the chairmanship. Progress in the last two years had included:</p> <ul style="list-style-type: none"> ❖ building of a new supermarket and provision of 	<p>Noted</p>

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	<p>surrounding public realm;</p> <ul style="list-style-type: none">❖ good progress on provision of a Discovery Centre;❖ Elizabeth Road Play Park;❖ improvements to the Wetlands and Sheep's Marsh;❖ planned new workshop provision at Harepath Road; and❖ proposed seafront enhancement. <p>There had also been a significantly more positive attitude achieved both on the Programme Board and also within the town itself. Members also wished to praise the work of Seaton's Voice for the way they had improved the Town Hall offer and encouraged visitors to the town.</p> <p>All members of the Programme Board present thanked Cllr Graham Godbeer for the enthusiasm and commitment he had shown as chairman of the Board.</p>	
10. Any other business	<p><u>Communications</u></p> <p>NS reported that he had been unable to attend as many recent Board meetings as he would have liked, but commented on how much enthusiasm and the positive attitude had been shown by Board members at the meeting. This would make writing the press release on the activities of the Programme Board much easier.</p> <p><u>Footpath in Axmouth</u></p> <p>CR reported on work undertaken in the parish to involve a number of landowners in the completion of a high level footpath which would allow a circular walk in Axmouth.</p> <p><u>TIC</u></p> <p>HS reported on the appointment of a part time manager for the TIC.</p> <p><u>Tramway</u></p> <p>RC reported on a positive meeting held between EDDC and the Tramway last week to discuss their expanded presence within the town.</p>	Noted

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11. Date and time of next meeting	It was noted that the next meeting would be held on Monday 9 September and Tuesday 3 December 2013 at 9.15am in the Enterprise Suite at Seaton Town Hall.	All
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