

# CONFIDENTIAL

## SEATON REGENERATION PROGRAMME BOARD ACTION POINTS FROM A MEETING HELD AT SEATON TOWN HALL, SEATON ON TUESDAY 3 DECEMBER 2013

Present:

Councillor Ian Thomas	IT	EDDC
Councillor John Meakin	JM	Seaton Town Council
Councillor Heather Sanham	HS	Seaton Town Council
Councillor Keith Lawes	KL	Axmouth Parish Council
Councillor Andrew Moulding	ATM	DCC
Councillor Peter Burrows	PB	EDDC
Councillor Graham Godbeer	GG	EDDC
Nigel Harrison	NH	Economic Development Manager, EDDC
Alison Hayward	AH	EDDC
Jenny Nunn	JN	Seaton Tramway
Lesley Garlick	LG	DCC
Karin Frewin	KF	Marketing & Events Coordinator
Chris Lane	CL	EDDC
Anya Oliver	AO	DWT
Geoff Bennett	GB	Seaton Chamber of Commerce

Apologies:

Andy Carmichael	AC	Principal Planning Officer
Councillor Stephanie Jones	SJ	EDDC
Edward Willis Fleming	EWf	The Sidmouth Design Company
Donna Best	DB	EDDC
Charlie Plowden	CP	Countryside Manager, EDDC
Carol Austin	CA	EDDC
Harry Barton	HB	Devon Wildlife Trust
Richard Cohen	RC	Deputy Chief Executive, EDDC

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Terry Dinham	TD	TDP Property Development Ltd
Ros Mills	RM	DCC

The meeting started at 9.15am and finished at 11.50am.

<b>Item</b>	<b>Notes/Decisions</b>	<b>Action</b>
<b>1.Introduction</b>	Welcome and introductions.	
<b>2.Notes of meeting held on 9 September 2013</b>	The notes of the meeting held on 9 September 2013 were agreed as a true record.	Noted
<b>3. Discovery Centre Update</b>	<p>AO reported on progress made on the Jurassic Coast Discovery Centre, Seaton. Following the grant of planning permission in June, the Project Team was moving forward with funding applications and preparation for a start on site next year. Work had also started on a Business Plan, detailed costing for the Interpretation Centre had been prepared and focus groups had been held in Seaton.</p> <p>The Team would know if the application for a Coastal Communities Fund bid was successful in early January. This funding would pay for the structural building work. The Team would then be in a position to decide if there was sufficient funding to start the build.</p> <p>The result of the bid for the grant of £521,000 of HLF funding towards the overall project costs would be known in June. LG confirmed that DCC had found an additional £100k to commit to the existing £500K allocated to the building work part of the project. DWF anticipated that a lease would be in place with EDDC for February 2014.</p> <p>AO confirmed that the Natural Seaton Partnership had been closely involved with the project. It was hoped that the Discovery Centre could open in Spring 2015 and that the building would be designed in such a way as to allow its expansion in time if funding allowed.</p> <p>A question was asked on the building phase and car parking. AH replied that it was the aim to have 155 car park spaces available during the build. Highways would also be requested to find space to accommodate overspill car parking. Members noted that access would need to be created to the site first. GG also raised the option of park and ride for Seaton in the future.</p>	<b>Noted</b>

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	<p>A member raised the issue of access for the special events that used the car park, such as the Fair and Grizzly. AH confirmed that alternative options would be considered to site these special events. Members also noted that it was expected that work would start on the playground in the early part of next year.</p> <p><b>ACTION</b> AO to prepare a two paragraph summary of the key dates for the Discovery Centre project.</p> <p><b>ACTION</b> Members to email AH details on events that were held in the Harbour Road car park.</p>	<p><b>AO</b></p> <p><b>AH</b></p>
<p><b>4. Work of Town Development Team</b></p>	<p>KF reported on the work of the Town Development Team. The past three months had been extremely busy for KF in her role as Marketing &amp; Events Coordinator in Seaton. She had many meetings with town centre businesses, EDDC, Community Groups, Seaton &amp; District Chamber of Commerce, Jurassic Coast Ambassadors to drive forwards events and marketing of Seaton. The Town Development Team were awarded the Make a Difference Award for their contribution to Seaton.</p> <p>They were currently working on Christmas events and promotion – Seaton Santa Saunter and the Christmas Artisan Market. A very successful Seaton Artisan Market had been held on 16 November with over 25 traders present selling everything from fudge, wooden crafts and paintings to paella. The next market was on 14 December.</p>	<p><b>Noted</b></p>
<p><b>5. Town Centre Management Arrangements</b></p>	<p>GB reported on the report and recommendations of the Working Party set up by the Board to consider proposals to encourage business and investment in Seaton. The Working Party had met on three occasions during which they considered a range of ideas for encouraging inward investment into the town and for promoting business development. Members noted that 55 out of 270 businesses in Seaton were members of the Chamber of Commerce.</p> <p><b>ACTION</b> GB and NH to find out the number of businesses in Seaton.</p> <p>A priority was marketing the town and the need to improve footfall in the town centre. Members noted that there was a marketing budget of £18K for Seaton. The Working Party had recommended that a contract be sought for additional marketing with</p>	<p><b>Noted</b></p> <p><b>NH/GB</b></p>

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	<p>the aim of attracting business into the town.</p> <p>Further proposals of the Working Party included:</p> <ul style="list-style-type: none"> <li>❖ Mentoring assistance sought for the town;</li> <li>❖ Further support to be provided by EDDC's Economic Development Office;</li> <li>❖ The finds and recommendations of EDDC's Vitality of the High Street &amp; Town Centre Taff should be progressed;</li> <li>❖ Support to proceed with the pedestrianisation of the seafront at Fisherman's Gap;</li> <li>❖ Provision of hotel and visitors accommodation was considered essential.</li> </ul>	
<p><b>6. Marketing plans for Seaton and the wider area</b></p>	<p>AH reported that the Working Party had met on 8 October to discuss Marketing Plans for Seaton and the Wider Area to which a number of representatives had attended. As a result AH had prepared an Audit of the initiatives happening in Seaton which she circulated to Regeneration Board members. The addition of a Field Study Centre (proposal) was only an aspiration at this point. Members agreed that the list of initiatives was a very useful checklist.</p> <p><b>ACTION</b> AH to circulate the list of initiatives (updated) on a quarterly basis.</p>	<p>Noted</p> <p><b>AH</b></p>
<p><b>7. Seaton Workshops project</b></p>	<p>AH reported on two sites that EDDC owned in Seaton at Harepath Road and Colyford Depot, where it was planned to develop new workshops. A report had been made to Cabinet last week and approval had been given to take the project forward to a planning application. Illustrative boards would be displayed in the Town Hall in the next couple of weeks and a planning application would be submitted in December.</p> <p>The idea of the scheme was to secure further employment for Seaton and a regular income stream for EDDC.</p> <p>Members noted that the St John's Ambulance Service accommodation would be lost in the development of the Colyford Road site and that the Cabinet at its meeting on 27 November had recommended that the Asset Management Forum be asked to consider possible alternative accommodation for the St John's Ambulance Service in Seaton.</p> <p>NH confirmed that EDDC would look at marketing the workspace and what there was the demand for</p>	<p>Noted</p>

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	<p>in Seaton. In response to a question, NH confirmed that there were no plans to redevelop the Riverside Workshops at present. The tenants would not be relocated until alternative accommodation was available.</p>	
<p><b>8. Seaton Enhancement Consultation</b>      <b>Seafront and</b></p>	<p>HS reported that Seaton Town Council had decided to focus on phase 1 and 2 of [REDACTED] proposals. She was meeting with Civil Engineers to raise queries and would respond to the Town Council in a couple of weeks. Members noted that EDDC's main role in the project was as facilitator as it did not have any further funding available within its budget.</p> <p>HS reported that it was hoped that [REDACTED] would report to the next Regeneration Board on the subject</p>	<p>Noted</p>
<p><b>9. Wetlands Project</b></p>	<p>In the absence of CP this item was deferred until the next meeting.</p>	
<p><b>10. Any other business</b></p>	<p><u>Role of the Regeneration Programme Board</u></p> <p>IT questioned the role of the Regeneration Programme Board in Seaton and whether it was duplicating the work of other groups in the town. He asked how many different bodies there were in Seaton and what were their objectives, status and funding.</p> <p>Members considered that the role of the Regeneration Board was as a mechanism to promote the regeneration of Seaton. Although without a direct budget, the Board acted as a facilitator and was useful in bringing partners together and providing update reports on progress made on the various projects. However, it was considered that the Regeneration Board should no longer get involved in promoting the marketing of Seaton, this should be best carried out by Seaton Town Council.</p> <p>The Board provided an opportunity for the public and private sector to meet and discuss issues relevant to both and make linkages between organisations.</p> <p>Members agreed that it would be useful to receive a refresh from Tesco at the next meeting on how things were going.</p> <p><b>ACTION</b> Tesco be invited to the next meeting to</p>	<p>Noted</p>

