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SEATON REGENERATION PROGRAMME BOARD ACTION POINTS FROM A MEETING HELD AT SEATON TOWN HALL, SEATON ON TUESDAY 13 JUNE 2012

Present:

Councillor Graham Godbeer	GG	EDDC
Councillor Peter Burrows	PB	Seaton Town Council
Councillor Heather Sanham	HS	Seaton Town Council
Councillor Carol Rapley	CR	Axmouth Parish Council
Councillor Ian Thomas	IT	EDDC
Councillor Andrew Moulding	AM	DCC
Nigel Harrison	NH	Economic Development Manager, EDDC
Edward Willis Fleming	EWF	Axe Riverside Co.
Tony Le Riche	TLR	Seaton Town Clerk
Richard Cohen	RC	Deputy Chief Executive, EDDC
Charlie Plowden –	CP	Countryside Manager, EDDC
Marcus Hartnell	MH	Seaton Chamber of Commerce
Heidi Hallam	HH	Business Support Manager
Lesley Garlick	LG	DCC

Apologies:

Terry Dinham	TD	Tesco
Kate Little	KL	Head of Economy, EDDC
Lisa Timberlake	LT	Estates Surveyor, EDDC
Councillor Stephanie Jones	SJ	EDDC
Councillor Jim Knight	JK	EDDC/DCC
Jenny Nunn	JN	Seaton Tramway
Donna Best	DB	EDDC
Nick Stephen	NS	Communications Officer, EDDC

The meeting started at 9.15am and finished at 11.30pm.

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Item	Notes/Decisions	Action
1.Introduction	Welcome and introductions.	
2.Notes of meeting held on 20 March 2012	The notes of the meeting held on 20 March 2012 were agreed as a true record.	Noted
3. Matters Arising	<p><u>Seaton Brand Presentation</u></p> <p>HS reported on the Natural Seaton Festival that would be held on Friday 22 and Saturday 23 June. She requested that the advertising leaflets be circulated at that evening's Cabinet meeting. EDDC Members of the Board wished the Festival every success and hoped that it would improve the public's perception of the town.</p> <p>Members also discussed the issue of naming the public realm area around the Tesco superstore.</p> <p><u>Wetlands Update</u></p> <p>CP reported that the Devon Wildlife Trust was putting together a bid for Lottery Funding. It was hoped that part of this funding would help reduce funding gaps for some of the Wetlands Projects.</p>	Noted
4. Portas Bid	<p>HH reported that Seaton was one of 371 towns that had made a bid for Portas funding. It had not been one of the successful 12, but 22 letters of support had been received from Seaton residents. The nearest successful bids were from Bristol and Liskeard. There was a second bidding round which had a closing date at the end of June.</p> <p>During discussions the following points were noted:</p> <ul style="list-style-type: none"> • The present situation for retailers in the town was very poor; • The importance of developing a Natural Seaton brand; • The aim of Seaton Town Council was to develop a vision for a successful Seaton and move the town forward; • The ambition for the town was to fill the empty shops and get people circulating around the town; • There had been no specific feedback as to why the bid had been unsuccessful. It was suspected that the decision on which bids to award funding to had been very subjective; • The Regeneration Board was very supportive of the bid. 	

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	<p>GG wished to congratulate HH and the Town Council for getting a Portas Bid together at short notice and the standard of the video produced to support the bid. The continuing support from EDDC, STC and DCC for the renewed bid was emphasised.</p> <p>ACTION that a Feedback meeting be arranged to discuss matters arising from the Portas Bid.</p>	HH
<p>5.Coastal Fund Communities</p>	<p>HH reported that she had worked with EDDC to pull together a joint bid from Seaton, Exmouth and Sidmouth for Coastal Communities Funding (CCF). The CCF bid had not gone through to the second round but it had got the three towns working more closely together. RC reported that he was trying to arrange a meeting with Tim Jones from the Heart of the South West LEP to discuss the direction the LEP was pursuing.</p> <p>The Dorset Jurassic Coast Team had been invited to make a second stage bid, with a water borne transport theme. It would have to be submitted by 20 September. HH reported that she would be holding a meeting with representatives of the Seaton, Exmouth and Sidmouth to try to move some of the projects that had been included in the CCF bid forward, together with joint marketing.</p> <p>ACTION that the Coastal Communities Fund be included as a standard item on future Regeneration Board agendas.</p>	CL
<p>6. Update on the Seaton Regeneration Agenda</p>	<p>NH reported that no further substantial progress could be reported on producing the housing development on land beside the Tesco Superstore. There were discussions taking place with a developer and it was hoped that progress could be reported to the September meeting.</p> <p>EWF suggested that the Regeneration Board support the idea that the regeneration area should be given priority over green field sites in the Local Plans process. STC were reported as being supportive of this view.</p> <p>CP reported that the conveyance of Sheep's March from Tesco to EDDC had not yet been completed.</p> <p>ACTION that NH to investigate the delay in transferring the Sheep's Marsh site from Tesco to EDDC.</p>	<p>Noted</p> <p>NH</p>

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<p>7. Visitor Centre update</p>	<p>RC updated the meeting on progress made on the Visitors Centre (VC). A Workshop had been held on 14/15 May to discuss issues between parties and the Devon Wildlife Trust, who were the preferred operators of the VC.</p> <p>It was anticipated that a bid for funding of £300-400K would be made for the interpretation element of the VC. There were anticipated to be three task groups for the project dealing with, Funding, Visitors Experience and Constitution and Delivery. Phase 1 of the bid would be made towards the end of November. The possibility of S106 funding for the interpretation element of the VC was discussed.</p> <p>Members noted that it was anticipated that the VC would be opened by Spring 2015. HH reported that she had held a meeting with the Devon Wildlife Trust to discuss their proposals for operating the VC.</p> <p>The issue of the operation of the TIC for the next three years, until the VC was open was discussed. The TIC needed to get back to its own location and away from the Tramway. The importance of supporting business, the Chamber of Commerce and TIC in the next three years was emphasised.</p> <p>The Regeneration Board wished to emphasis its continued support for the opening of the Visitors Centre.</p>	<p>Noted</p>
<p>8. Wetlands Update</p>	<p>CP that there were currently 2 key areas in the wetlands. Firstly, the Sheep's Marsh development had obtained Environment Agency approval for the scheme put forward. A planning application could now be made for this development. It was hoped that capital funding could be secured from Natural England.</p> <p>Secondly, the Stop Line Way cycle route; there were various works about to start on EDDC land and members were interested in obtaining more information on these developments. The Colyford section had been on hold due to objections but it was hoped that progress could now be made on this section.</p> <p>ACTION that LG to arrange for a representative from the Stop Line way cycle route to attend the next meeting of the Board on 17 September to give a presentation on progress.</p>	<p>Noted</p> <p>LG</p>
<p>9. Town Management</p>	<p>NH reported that HH had been appointed as Seaton</p>	

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<p>Project Update.</p>	<p>Business Development Officer working with Seaton Chamber of Commerce on a six months contract that was due to end in July 2012. Members of the Board hoped that this arrangement could be continued beyond July 2012.</p> <p>HH reported that success in the Town Management project had been at both a strategic and operational level. HH had acted as a catalyst for change and supported activities and bring businesses in Seaton together.</p> <p>On an operational level, a Business Support Event had been held in Seaton in May. This had helped identify priorities for the Chamber in the town, which had been, Improve Signage, Increase footfall and Increase membership. An additional event organised had been a Treasure Hunt around the seafront for both residents and visitors, which had been well patronised.</p> <p>Both Tesco and the Tramway were now actively engaging with the Chamber of Commerce. Additionally, an Independence Day for independent businesses would be supported in Seaton on 7 July.</p> <p>MH reported that HH had been a pleasure to work with and hoped that her contract as Seaton Business Development Officer could be renewed. GG reported that he was encouraged to hear of the progress made by HH with Seaton business and emphasised the importance of encouraging business in the town. MH emphasised the importance of improving the signage around the town and having a 'sign audit'.</p> <p>RESOLVED that the Regeneration Board would wish to encourage the renewal of HH's contract as Seaton Business Development Officer.</p>	<p>Noted</p>
<p>10. Update on Seafront Enhancement Study.</p>	<p>TLR reported that there was not much more to report on the Seafront Enhancement Study. There was a Working Party meeting in the afternoon to discuss possible ways forward. He confirmed that STC had not agreed to take on this project, which would represent a significant funding issue for the Town Council. PB reported on the proposal to extend Street Trading throughout the town centre</p> <p>EWF emphasised the importance of making the seafront attractive and taking action to improve it, including the Marine Parade area. He requested that consideration be given to the employment of the</p>	<p>Noted</p>

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	<p>EDDC Landscape Architect to draw up a scheme to improve the landscaping in the area. However, It accepted that it was the responsibility of STC to make progress in this area.</p> <p>Members emphasised that it was the responsibility of STC to deliver an action plan to promote Seaton. They needed to identify an individual to take responsibility for progressing the Seafront Enhancement work. It was suggested that PB maybe the best person to pursue this.</p> <p>GG raised the possibility of putting a time limitation on EDDC's grant of £10k for the Seafront Enhancement works.</p> <p>The Regeneration Board looked forward to hearing from STC about progress on Seafront enhancement at the next meeting.</p>	PB
11. Communications	RC confirmed that he would discuss the notes of the meeting with NS with regard to any required press releases arising from the meeting.	RC
12. Any other business	<p><u>Devon Wildlife Trust</u></p> <p>That Devon Wildlife Trust be invited to give a presentation on their proposals for the Visitors Centre at the next meeting.</p> <p><u>Land behind Tesco's</u></p> <p>GG reported that the land behind Tesco was very untidy and needed tidying up.</p> <p><u>Axmouth Viewing Platform</u></p> <p>CR reported that the Axmouth Viewing platform at Coronation Corner would be opened in July.</p> <p><u>Seatons Voice</u></p> <p>GG reported that Seaton Voice had been awarded a Level 3 Hallmark with regard to their running of Seaton Town Hall.</p>	HH
12. Date and time of next meeting	It was noted that future meetings would be held on Monday 17 September and Monday 10 December 2012, all at 9.15 am in the Enterprise Suite at Seaton Town Hall.	All