

# CONFIDENTIAL

## SEATON REGENERATION PROGRAMME BOARD ACTION POINTS FROM A MEETING HELD AT SEATON TOWN HALL, SEATON ON MONDAY 9 SEPTEMBER 2013

Present:

Councillor Ian Thomas	IT	EDDC
Councillor John Meakin	JM	Seaton Town Council
Councillor Heather Sanham	HS	Seaton Town Council
Councillor Keith Lawson	KL	Axmouth Parish Council
Councillor Andrew Moulding	ATM	DCC
Councillor Stephanie Jones	SJ	EDDC
Councillor Peter Burrows	PB	EDDC
Carol Austin	CA	EDDC
Nigel Harrison	NH	Economic Development Manager, EDDC
Alison Hayward	AH	EDDC
Doug Smith	DS	Trustee Seaton Visitor Centre
Richard Cohen	RC	Deputy Chief Executive, EDDC
Charlie Plowden	CP	Countryside Manager, EDDC
Edward Willis Fleming	EWf	The Sidmouth Design Company
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
Matt Neal	MN	Seaton Town Clerk

Apologies:

Andy Carmichael	AC	Principal Planning Officer
Donna Best	DB	EDDC
Councillor Jim Knight	JK	DCC
Ian Dyer	ID	Tesco

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Harry Barton	HB	Devon Wildlife Trust
Jenny Nunn	JN	Seaton Tramway
Terry Dinham	TD	TDP Property Development Ltd
Ros Mills	RM	DCC

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

<b>Item</b>	<b>Notes/Decisions</b>	<b>Action</b>
<b>1.Introduction</b>	Welcome and introductions.	
<b>2.Notes of meeting held on 21 May 2013</b>	The notes of the meeting held on 21 May 2013 were agreed as a true record.	Noted
<b>3. Discovery Centre Update</b>	<p>AH reported on progress made on the Jurassic Coast Discovery Centre, Seaton. The project had received planning permission at the Development Management Committee meeting held on 11 June 2013. The Project Team was moving forward with funding applications and preparation for a start on site next year.</p> <p>A Stage 1 Heritage Lottery Fund (HLF) allocation of £56,500 had been successfully received. This allowed the team to prepare and submit a bid for the remaining grant of £521,000 of HLF funding towards the overall project costs. In order to manage the significant work in this, the Team has appointed Devon Wildlife Enterprises (DWE) as project manager for this development stage of the project, following a tender process.</p> <p>Following a Stage 1 submission to the Coastal Communities Fund, the team has also been invited to submit a formal bid for approximately £300,000 towards the project costs. This bid would be submitted in October 2013.</p> <p>The Project Team was managing the process of delivering the project through its Steering Group and 4 Working Groups. The Working Groups covered: the Build Team, Commercial/Operational, Learning, Engagement and Communications and Design and Interpretation.</p> <p>The Project Team was aiming to start on site in Spring 2014 with a view to completing and opening the new Centre in late Spring 2015.</p>	Noted

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	<p>GM reported that a Trustee meeting had been held last week and he saw the Trustees' job as being the link between DWT and the voluntary staff who would be recruited.</p> <p>During discussions the following points were noted:</p> <ul style="list-style-type: none"> <li>❖ LG confirmed that DCC had committed £500K to the project.</li> <li>❖ The Natural Seaton Partnership had been set up to engage the various interests involved in the project</li> <li>❖ the importance of engaging with the various local businesses;</li> <li>❖ the possibility of exploring a link with the Jurassic Coast Study Centre in Dorset;</li> <li>❖ the possibility of the provision of some residential accommodation, possibility in conjunction with the Visitors Centre and Wetlands.</li> </ul> <p><b>ACTION</b> JM to report back on the results of the meeting next week between Seaton Town Council and the owners of [REDACTED]</p>	<b>JM</b>
<p><b>4. Town Management Arrangements</b></p>	<p>NH reported on the final project report from [REDACTED] the Seaton Business Development Officer, whose contract had run from January 2012 to the end of July 2013. NH confirmed that there was £20K left in the EDDC budget to spend on Town Management for Seaton. EDDC were willing to discuss how this money would be spent.</p> <p>The importance of focussing on the business case and business prosperity in Seaton was emphasised. GB confirmed that Seaton Chamber of Commerce wanted to develop its website as a tool to encourage new members.</p> <p><b>ACTION</b> that a Sub Group of the Regeneration Board be established, consisting of HS, GB, NH, KF, CA and SJ to put together a costed plan to achieve the aim of encouraging business in Seaton.</p>	Noted          <b>NH</b>
<p><b>5. Marketing plans for Seaton and the wider area</b></p>	<p>KF gave an overview of her activities since starting her contract as Marketing &amp; Events Coordinator working with Seaton Town Council in October 2012. She reported on the large amount of positivity from new businesses in Seaton, who were embracing the changes in social media.</p> <p>A number of meetings had been held with town centre businesses, District and County Councillors, Business and Community Groups, Seaton &amp; District</p>	Noted

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	<p>Chamber of Commerce and the Association of Town Managers to encourage promotion of and vibrancy in Seaton, which were showing results.</p> <p>Many events had been arranged since the last meeting, including setting up the Seaton Artisan Market, which had been held on 31 August and 7 September with 20-25 stalls. Much work had been undertaken on marketing/branding activities, including the creation of a Town Development Team Marketing Sub Group and working with Seaton Tramway, Pecorama and Donkey Sanctuary to discuss joint marketing plans and their Lyme Bay Passport.</p> <p>EWF reported on the need to change entrenched views about Seaton and attract more investment. However, he did feel that the perception of Seaton was changing. Members noted the need to set up a strategy to “join up” the attractions in the town to improve footfall. In particular the need to emphasis the improvements to signage in the town. Seaton should have a hotel if it was to become a destination for more visitors.</p> <p><b>ACTION</b> that a Sub Group consisting of AH (lead officer), KF, CA, ATM, GB and EWF be established to discuss a marketing vision for Seaton and to report back to the next Regeneration Board meeting. The Sub Group were authorised to arrange a wider meeting of interested parties in Seaton if they considered it appropriate to discuss this issue.</p>	<p><b>AH</b></p>
<p><b>6. Seaton Workshops project</b></p>	<p>AH reported on two sites that EDDC owned in Seaton at Harepath Road and Colyford Depot where EDDC planned to develop new workshops. Architects had been appointed to draw up a scheme and it was anticipated that a planning application would be made in October. EDDC were very keen to get the schemes moving as quickly as possible and it was hoped that the workshops could be delivered by Spring 2014. Limited further public consultation would now be made.</p> <p>NH confirmed that there were no plans to close Riverside Workshops.</p>	<p>Noted</p>
<p><b>7. Seaton Enhancement Consultation Seafront and</b></p>	<p>HS asked what progress could be made on the Seaton Seafront project? She reported details of a fee schedule that [REDACTED] had prepared on a Master Plan scheme for the Seafront which was costed at £78.946. NH confirmed that EDDC had a budget of £10K to put towards any enhancement work for Seaton Seafront.</p>	<p>Noted</p>

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	<p>Members accepted that Seaton Town Council would be the most appropriate body to pursue this project;</p> <p>During discussions the following points were noted:</p> <ul style="list-style-type: none"><li>❖ Concern was expressed over how the work identified in a Master Plan could be delivered and paid for, bearing in mind the large amount of money that EDDC had already committed to developments in Seaton;</li><li>❖ The need to investigate sources of funding for the Seafront Enhancement;</li><li>❖ The need to speak to DCC Highway Engineers regarding changes required to the road network near the seafront;</li><li>❖ New Homes Bonus may be a way of paying for some of the seafront enhancement work;</li><li>❖ Possibility of looking for alternative sources of funding for the project, including Community Infrastructure Levy and the Private Sector;</li><li>❖ DCC did not have funding available at this time to support the project;</li><li>❖ Production of a design scheme could encourage private sector funding for a scheme;</li><li>❖ DCC may have funding available for an Interpretive Scheme for the Jurassic Coast on the Coastal Defence wall;</li><li>❖ The importance of establishing quick and inexpensive fixes for the Seafront to make it more attractive, including closing Beach Road to Fishermans Gap to traffic and decking the area and providing landscaping.</li></ul> <p><b>ACTION 1.</b> HS to circulate [REDACTED] fee schedule for the Masterplan scheme to all Regeneration Board members.</p> <p>2. Seaton Town Council to talk to [REDACTED] regarding her providing a plan to establish quick and relatively inexpensive fixes to make the seafront more attractive, including investigating possible funding streams for such work.</p>	
<p><b>8. Any other business</b></p>	<p><u>Wetlands Project</u></p> <p>CP reported on recent progress on the Wetlands project. Members noted that access from Sheep's Marsh was proving difficult with land owners. He was looking at alternative access for the public until these issues could be resolved.</p> <p>Further works were being undertaken to improve the</p>	<p>Noted</p>

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	infrastructure of wetlands, specifically to visitors needs and upgrade to the toilets. Upgrades were also being planned to infrastructure and car parking areas. Members noted that work on the next stage of the Sop Line Way was imminent with a contractor having been appointed. CP confirmed that he would make a more detailed presentation at the December meeting.	
<b>9. Date and time of next meeting</b>	It was noted that the next meeting would be held on Tuesday 3 December 2013 at 9.15am in the Enterprise Suite at Seaton Town Hall.	<b>All</b>