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SEATON REGENERATION PROGRAMME BOARD ACTION POINTS FROM A MEETING HELD AT SEATON TOWN HALL, SEATON ON THURSDAY 27 FEBRUARY 2104

Present:

Councillor Ian Thomas	IT	EDDC
Councillor Stephanie Jones	SJ	EDDC
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	Principal Regeneration Project Manager, EDDC
Jenny Nunn	JN	Seaton Tramway
Lesley Garlick	LG	DCC
Karin Frewin	KF	Marketing & Events Coordinator
Chris Lane	CL	EDDC
Richard Cohen	RC	Deputy Chief Executive, EDDC
Carol Austin	CA	PR & Communications Officer, EDDC
Edward Willis Fleming	EWF	The Sidmouth Design Company
Doug Smith	DS	Seaton Visitors Centre Trust
Charlie Plowden	CP	Countryside Manager
Chris Drake	CD	Seaton Town Clerk

Apologies:

Gavin Spiller	GS	Principal Planning Officer
Anya Oliver	AO	DWT
Harry Barton	HB	Devon Wildlife Trust
Terry Dinham	TD	TDP Property Development Ltd

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The meeting started at 9.15am and finished at 11.35am.

Item	Notes/Decisions	Action
1.Introduction	Welcome and introductions.	
2.Notes of meeting held on 3 December 2013	The notes of the meeting held on 3 December 2013 were agreed as a true record.	Noted
3. Discovery Centre Update	<p>AH reported on progress made on the Jurassic Coast Centre, Seaton. The Project Team had been successful in securing Coastal Communities Funding of over £300K and was awaiting the lifting of a press embargo to announce this award. The DWT had submitted an HLF Bid for £620K which had meant a significant amount of work for the Team.</p> <p>The project would be funded in two phases with the first requiring funding of £3.7M and the second phase comprising the external work. If HLF funding was achieved there would still be a funding gap of £165K and there were a number of bids to Trust Funds to meet this shortfall. £30K had already been achieved from one Trust Fund and Seaton Town Council had guaranteed some additional funding.</p> <p>An additional project management resource had been appointed due to the complex nature of the project and they would start work shortly. Contractor selection would start next week when five submissions would be reviewed and interviews take place. It was hoped to be able to appoint a preferred contractor by the end of next week with a start on site expected by Mid June. It was anticipated that it would take 10 months for the main build and 3-4 months for the Interpretation Centre. With opening in Autumn 2015.</p> <p>AH referred to the naming of the Jurassic Discovery Centre. Marketing Consultants had identified this name for the HLF bid. It seemed to be a suitable name that captured what was wanted to be achieved. It was emphasised that this did include the wetlands.</p> <p>The Regeneration Programme Board wished to congratulate the Seaton Jurassic Team on achieving the funding bids which would make an important contribution to tourism in Seaton. The feedback from the CCF was that the Seaton Jurassic bid was one of the best they had ever received.</p>	Noted

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	<p>CA reported that on progress with the Facebook and Twitter Account. Seaton Jurassic had been secured as a Facebook page and Twitter account. CA had updated the Seaton Regeneration pages. And was then asked to do the same to the Tourism pages</p> <p>AH confirmed that provision for car parking was being looked at with overspill car parking being considered and was in the hands of EDDCs Car Park Service. The Stop Line Way cycle route would come through the grassed area on western side of the Underfleet and not affect car parking for the Jurassic Coast Centre.</p> <p>ACTION AH/CL to write a letter on behalf of the Regeneration Board to the Seaton Jurassic Team congratulating them on achieving funding bids.</p> <p>ACTION Andrew Ennis be spoken to on the issue of provision of overspill parking for the Jurassic Coast Centre.</p>	<p>AH/CL</p> <p>CA</p> <p>AH/AE</p>
<p>4. Work of Town Development Team</p>	<p>KF reported on the work of the Town Development Team.</p>	<p>Noted</p>
<p>5. Town Centre Management Arrangements</p>	<p>Members noted that at the September Regen Board meeting it was noted that approximately £19,600 remained from an original £90,000 (Tesco S106 and EDDC funding) for town centre development. It had been agreed that a Sub Group of the Regeneration Board be established to put together a costed plan as to how those funds might best achieve the aim of encouraging business in Seaton. (Subsequently £1500 was given to the Seaton & District Chamber of Commerce for Christmas lights for the Seaton Christmas Fayre)</p> <p>The working party had a number of meetings and circulated their initial proposals to the December Board meeting, their principal recommendations being:</p> <ul style="list-style-type: none"> • to market the town and improve footfall in the town centre • Further support to be provided by EDDC's Economic Development Office • The findings and recommendations of EDDC's Vitality of the High Street & Town Centre Taff should be progressed • Provision of hotel and visitor accommodation 	<p>Noted</p>

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was considered essential

- Support to proceed with the pedestrianisation of the seafront at Fisherman's Gap

They were asked to bring back more detailed costings to the next meeting to enable these and any other proposals to be taken forward. The working party has met on two further occasions and has finalised its proposals as follows:

1) **Marketing/Market Research**

Cost: £1,000

2) **Online Shop front**

Cost £3,500

3) **Enabling Town Businesses to participate in events**

Cost £1,800

4) **Visitor Accommodation**

There was possible interest in the hotel site adjoining Tesco. This was a very good opportunity to add to the visitor accommodation in Seaton. Members questioned whether Tesco was actively marketing the site and the desire of members was that Tesco be pushed harder to find a use for the site identified for a hotel. AH reported that [REDACTED] in London were the agents marketing the hotel site for Tesco. and that she would speak to them on this issue.

EWF considered that a location in the north of the site for Seaton Jurassic which was currently used as a play area maybe a more suitable site for a hotel.

ACTION AH to speak to [REDACTED] London over what actions were being taken to market the hotel site on behalf of their clients Tesco.

5) **Signature Event to Benefit Businesses**

Cost for the event: (to include if possible)

Hire of marquees £1000.

Land, licence permits running permits £280.

Outdoor activities events supplier/equipment £1250.

Art, nature event supplies/activities £500.

Fireworks/Beachbonfire £2000.

Posterprinting £200.

Catering contribution (sponsorship/part funding required)

Note all above costs were

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	<p style="text-align: right;"><i>approximate; firm quotes would need to be obtained</i> £5,500</p> <p>The Regeneration Board accepted the spending identified above as being a good use of remaining funding. The amount left over (£7,800) should be used for marketing the events identified in Seaton.</p> <p>ACTION that the proposed use of funding identified above be supported.</p>	
<p>6. Seaton Workshops project</p>	<p>AH reported that the planning application for the Seaton Workshop sites had been submitted in January 2014 and it was hoped that it would be considered by DMC in May 2014. HS expressed some concern on behalf of Seaton Town Council over the St John's Ambulance Building and consultation and promotion of the workshop scheme.</p> <p>AH confirmed that information boards had been placed in the Town Hall in December, but that the full consultation on the scheme had been undertaken in June 2013. It was acknowledged that with the appointment of [REDACTED] as the new Seaton Town Clerk, all communication with Seaton Town Council should be through the town clerk. SJ expressed concern over the possible loss of accommodation for St John's Ambulance.</p>	<p>Noted</p>
<p>7. Seaton Enhancement Consultation Seafront and</p>	<p>HS reported that Seaton Town Council had discussed this issue and would like to take the project forward one stage at a time. The first stage would be the pedestrianisation of the seafront. NH confirmed that the EDDC contribution of £10K had been ring fenced for this work and would be available when required.</p>	<p>Noted</p>
<p>8. Wetlands Project</p>	<p><u>Axe Wetlands update</u></p> <p>CP reported on the following:</p> <ol style="list-style-type: none"> 1. Sheep's Marsh scheme – due to difficulties with the neighbouring landowner over a number of matters it was planned to submit a revised planning application that addressed the obstacles. This would be discussed with the EA to seek their formal consent next week before a planning application would be submitted. The Countryside Team working closely with AH, on this matter as well as the plans to secure a permanent access route from the play area onto Sheep's Marsh. 	<p>Noted</p>

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This was a confidential & sensitive matter due to landowner negotiations so specific details could not be given at this stage.

2. Recent flooding – although the AEW had increased flooding on BHM it was not as bad as feared with tidal surges and high tides and the deluge of rain not all coinciding together. So the Wetlands were open for business with all the planned events coming up.
3. Capital works – the new toilets were almost completed, delays had been caused by the extreme weather making it impossible for contractors to finish the works off. Work was still progressing with improving the car parking layout and also securing permanent vehicular access along Marsh Lane so avoiding the use of the Cemetery as sole access point. Again there were still some important negotiations to be completed with landowners before this was ready to go out it was hoped this work would be completed in 2014. The funds were secured. Also achieved has been:
 - New shallow lagoons on CC LNR covering 0.5ha
 - New artificial sand martin cliff for up to 252 pairs of sand martins
 - New artificial bat cave
 - Large new pond in front of Stafford Marsh
 - Over 500m of new access for all path created
 - New pond shelter & boardwalk in Stafford Marsh
 - Mains electricity to Info Centre & Classroom
4. Events – the recent Winter Wildlife on the Wetlands on Saturday was a great success with over 120 people attending. The Countryside Team were currently finalising the new Events Programme for 2014 with some new and exciting events being planned that help diversify the offer which it was hoped would attract a broader range of visitor type onto the site. Overall in excess of 35,000 visitors had been onto the AEW this year using the remote data counters installed on site, the target post all construction and SLW opening is 60K.
5. Educational outputs – over 1600 pupils taken out onto AEW YTD; 16 primary schools, 5 secondary schools & 12 others (youth groups etc) now were

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	<p>using the AEW for educational purposes the Team were delivering KS1-3 in Science, Geog & Biology.</p> <p>LG reported on progress on the Stop Line Way. Negotiations were on going with land owners and EDDC and it was hoped to have the first phase between the cemetery and visitors centre started in the next few weeks with the remaining sections still subject to negotiations with land owners.</p>	
<p>9. Any other business</p>	<p><u>Marine Transport links</u></p> <p>Members noted that a company had been appointed to undertake a peer review of the Marine Links project to decide whether it was feasible or not.</p> <p><u>Undercliff</u></p> <p>CP reported that the Undercliff was currently closed for 3 weeks due to significant movements. Further survey work was to be undertaken and as a result they could be closed for significantly longer. KL reported on the needed for more signage for the Axmouth footpath closure.</p> <p><u>Sea Defences</u></p> <p>EWf requested that consideration be given to asking the LEP for funding for more sea defence work around Seaton and the Riverside area in particular.</p> <p><u>Field Study Centre</u></p> <p>HS requested that consideration be given to progressing the Field Study Centre. LG reported that there was an issue with funding for the Centre at present.</p> <p>ACTION LG to keep RC and IT updated on any future progress on the Field Study Centre.</p> <p><u>New Footpath in Axmouth</u></p> <p>KL reported on the new footpath in Axmouth which would be alongside the narrowest part of the road through the village. This could mean that large lorries would have greater difficulty passing in the village and could have a considerable effect on traffic flows through the village and to Seaton.</p> <p><u>Tramway Update</u></p>	<p>Noted</p> <p style="text-align: right;">LG</p>

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	<p>JN reported that during the last storm ½ mile of track had been washed away and there had been flooding at the depot. 200 tonnes of fill were needed to rebuild the track bed and a concerted effort was being made to open the tramway before Easter. JN thanked everyone for the many expressions of goodwill the Tramway had received.</p> <p><u>Seaton TIC</u></p> <p>In response to a question, AH confirmed that a tenancy at will could be granted for the TIC to remain in the TIC building until the site was required for building the Seaton Jurassic Centre.</p>	
10. Date and time of next meetings	<p>It was noted that the next meeting would be held on 29 May, Wednesday 17 September and 4 December 2014 at 9.15am in the Enterprise Suite at Seaton Town Hall. The agenda for the next meeting should include an item on the Regeneration Board being more proactive and effectively communicating the existence and work of the Regeneration Board to a wider audience in the Seaton area.</p>	All