

Subject:	Seafront Investment Plan 2016-2021		
Date of Meeting:	13 October 2016		
Report of:	Executive Director for Economy, Environment & Culture		
Contact Officer:	Name:	Ian Shurrock	Tel: 29-2084
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Ward(s) affected:	All		

FOR GENERAL RELEASE

1. PURPOSE OF REPORT AND POLICY CONTEXT

- 1.1 The Policy & Resources Committee on 22nd January 2015 agreed the responses to the recommendations of the Seafront Infrastructure Scrutiny Panel. A key recommendation of the Scrutiny Panel was the development of a Seafront Investment Plan to identify potential investment, delivery and wider resource solutions to meet the challenges of the ageing seafront infrastructure. This report is a cover report to introduce the recently completed Seafront Investment Plan 2016 – 2021 which is attached in Appendix 1.

2. RECOMMENDATIONS:

- 2.1 That the Committee notes the Seafront Investment Plan 2016-21 attached as Appendix 1.
- 2.2 That the Committee will receive further reports as the Seafront Investment Plan is implemented.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 The seafront is key component of the city's tourism offer. Providing 13km of entertainment and activities either side of the important A259 corridor, the seafront is the city's largest entertainment venue offering hundreds of retail and leisure opportunities.
- 3.2 Brighton & Hove's unique character combines heritage Victorian infrastructure (over 470 Grade 1 and Grade 11 listed buildings) and a varied and vibrant range of businesses (over 100 housed in the seafront arches alone).

- 3.3 The city also plays host to over 300 events each year, many of which are hosted on parts of the seafront and also plays a key role as a flagship destination.
- 3.4 The city needs to maintain the momentum now taking place with the recent completion of projects along the seafront such as the important BAi360 flagship project, the award winning arches developments to the west of i360 and the ongoing Shelter Hall re-development.
- 3.5 In order to support future investment and development, estimated as exceeding 1 billion in future years, the city needs to prioritise and encourage future investment decisions to ensure future development can be realised.
- 3.6 The Seafront Investment Plan seeks to provide a framework for this prioritisation, a roadmap for its delivery and explore how the council can look to fund and finance those seafront investments prioritised in the report.
- 3.7 The report also shows that there are no easy fixes or straightforward solutions to the problems faced by the seafront. Whilst many of these are largely understood (east to west movement for example) the solutions and the funding of solutions remains largely outside of the direct realm of the local authority. Working closely in partnership with private sector partners and Government therefore has to remain a key part of any longer term strategy. Innovative and alternative funding solutions also need to remain on the agenda if the council is to optimise chances of achieving some of the long term objectives set out in the plan.
- 3.8 The Seafront Investment Plan has been produced following a process of engagement with a range of seafront stakeholders via questionnaire. A newly established group of stakeholders has also been set up and has met on 3 occasions. It is expected this group will act as an ongoing consultee for the plan as priorities and work programmes evolve. The Seafront Investment Plan has been supported by funding of £10,000 received from the Coastal Communities Fund.
- 3.9 In relation to the first priority outlined in the Seafront Investment Plan report (Madeira Terraces and Madeira Drive) the council were also successful in April 2016 in bidding for £50,000 from the Coastal Revival Fund. This funding has now supported the first stage of scoping work and options for a longer term Madeira Drive Regeneration Framework. The aim of this framework is to provide a first stage report which can inform areas of future consultation. Mott McDonald have therefore set out a series of options for consideration and a suggested action plan which will allow the council to consult more widely. They have also provided indicative costings. A report on the Framework will be brought to a future committee.
- 3.10 The Seafront Investment Plan and the emerging Madeira Drive Regeneration Framework are a result of the original scrutiny report in 2012 and it is expected that further ongoing work will be undertaken as the council moves ahead with implementing the findings of these reports.

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

- 4.1 The Seafront Scrutiny report in 2012 endorsed the need for an investment plan to support the achievement of its longer term objectives. The Seafront Investment Plan is a response to the identified need for an evaluation of options.

5. COMMUNITY ENGAGEMENT & CONSULTATION

- 5.1 The activities undertaken in relation to the specific development of the Seafront Investment Plan are outlined in Appendix A of the Plan which is attached as Appendix 1 to this report. A Seafront Stakeholder Group has also been established which has now met on 3 occasions and will act as a sounding board and engagement tool as the plan progresses.

6. CONCLUSION

- 6.1 The seafront is seeing considerable investment over the coming five years and continuing this speed of activity is crucial to maintaining the city's position on the global stage and perception as a hub for innovation and investment. The steps outlined in the Seafront Investment Plan will assist the council to navigate this activity and focus efforts in those areas which will provide the city with the most gains over the next 5 to 10 years.

7. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 7.1 The Seafront Investment Plan sets out a number of ongoing and future investment projects that will require funding solutions. A number of options are included within the plan at section 5. Each project is likely to require a combination of funding sources to deliver the capital investment and identify ongoing revenue implications to ensure projects that are delivered are financially sustainable.

Finance Officer Consulted: Name James Hengeveld Date: 20/09/2016

Legal Implications:

- 7.2 The Seafront Investment Plan refers to a number of on-going property transactions, major projects and future projects such as Sea Lanes, King Alfred and Madeira Terraces respectively. Each project requires its individual council consents and contractual, property and procurement legal advice.

Lawyer Consulted:Name Oliver Asha Date: 20/9/2016

Equalities Implications:

- 7.3 A key outcome identified by the Scrutiny Panel is to provide an accessible and connected seafront. Transport and ease of movement remains a key outcome from the Investment Plan.

Sustainability Implications:

- 7.4 The sustainability of the Seafront was the focus of the Scrutiny Panel report. While the sustainability of the physical infrastructure was the initial remit, the broader economic sustainability of the Seafront will support a Living Seafront. For example, the renovation and redevelopment works at Madeira Terraces will involve support and investment in relation to the green wall along its length.

Any Other Significant Implications:

- 7.5 None

Crime & Disorder Implications:

- 7.6 None at this stage.

Risk and Opportunity Management Implications:

- 7.7 These will be developed for each individual project as work progresses

Public Health Implications:

- 7.8 None at this stage

Corporate / Citywide Implications:

- 7.9 The seafront remains a priority for the city and the attached report supports wider strategic initiatives including the priorities of the Greater Brighton Economic Board.

SUPPORTING DOCUMENTATION

Appendices:

1. Seafront Investment Plan 2016-21

Background Documents

1. Report to Overview & Scrutiny Committee “Update on Seafront Infrastructure Scrutiny Panel Recommendations”
2. Report to Policy & Resources on 19th March 2015 – “Seafront Investment Programme – Governance Arrangements”
3. Report to Policy & Resources on 22nd January 2015 – “Response to the Seafront Infrastructure Panel Recommendations”.
4. Report of the Overview and Scrutiny Panel on Seafront Infrastructure – October 2014

