

**JOINT CULTURE, LEISURE AND
TOURISM AND REGENERATION
AND LIVEABILITY PORTFOLIO
DECISION SCHEDULE**



Friday 22nd June 2007

at 10am

**in Training Room 1, Belle Vue Community, Sports and Youth Centre
Kendal Road, Hartlepool**

The Mayor Stuart Drummond, Cabinet Member responsible for Regeneration and Liveability and Councillor Tumilty, Cabinet Member responsible for Culture, Leisure and Tourism will consider the following items.

1. KEY DECISIONS

No items

2. OTHER ITEMS REQUIRING DECISION

2.1 Seaton Carew Tourism Strategy Update – *Head of Regeneration*

3. REPORTS FROM OVERVIEW OF SCRUTINY FORUMS

No items

**JOINT CULTURE, LEISURE & TOURISM AND
REGENERATION AND LIVEABILITY PORTFOLIO**

Report To Portfolio Holders

22nd June 2007



Report of: Head of Regeneration

Subject: SEATON CAREW TOURISM STRATEGY
UPDATE

SUMMARY

1.0 PURPOSE OF REPORT

- 1.1 To inform the Portfolio Holders of the progress that has been made in relation to the Seaton Carew Tourism Strategy 2003-2008, including the outcome of consultation recently undertaken with residents and businesses, and an update of the latest funding situation.

2.0 SUMMARY OF CONTENTS

- 2.1 The report provides details of the progress made in achieving the themed actions identified in the Seaton Carew Tourism Strategy document. The report also provides details of the consultation process that has been undertaken to assess how the progress of the Seaton Carew Tourism Strategy has been received by residents and the outcomes of this work.

3.0 RELEVANCE TO PORTFOLIO MEMBER

- 3.1 The Seaton Carew Tourism Strategy was endorsed by Cabinet in 2003. The purpose of the Strategy was to both maintain and improve the appeal of Seaton Carew to its visitors, investors and consequently the local community through improving the quality and diversity of built and natural attractions.
- 3.2 The strategy identifies eight themes that reflect key determining factors in the revitalisation of Seaton Carew. Within these themes realistic proposals were set to maximise the role that Seaton Carew plays in the realisation of Hartlepool's tourism potential. The cumulative effect of

delivering these proposals will be to enhance the visitor offer in Hartlepool which can have associated regeneration benefits.

- 3.3 The review of the Seaton Carew Tourism Strategy was undertaken to establish the progress made to date and inform the Portfolio Holders of current resident priorities in Seaton Carew and how these might be addressed in the future.

4.0 TYPE OF DECISION

- 4.1 Non Key

5.0 DECISION MAKING ROUTE

- 5.1 This decision will be made jointly by the Portfolio Holder for Regeneration and Liveability and Portfolio Holder for Culture, Leisure and Tourism.

6.0 DECISION(S) REQUIRED:

- (i) The Regeneration & Liveability Portfolio Holder and the Portfolio Holder for Culture, Leisure and Tourism are requested to note the progress made in delivering the Seaton Carew Tourism Strategy to date, the results of the consultation exercise and the remaining resident priorities as identified through the consultation exercise and;
- (ii) Both Portfolio Holders are requested to agree that the results of the consultation exercise should be publicised to residents and businesses in Seaton Carew and to note the intention to provide a further report at the end of the lifetime of the Strategy (end of 2008) or when any further funding opportunities are identified or secured.
- (iii) The Portfolio Holder for Regeneration and Liveability is requested to agree that Officers continue to work toward securing external funding for the continued regeneration of Seaton Carew, guided by the identified resident priorities and remaining proposals in the Seaton Carew Tourism Strategy document;

Report of: Head of Regeneration

Subject: SEATON CAREW TOURISM STRATEGY
UPDATE

1.0 PURPOSE OF REPORT

- 1.1 To inform the Portfolio Holders of the progress that has been made under the identified themes within the Seaton Carew Tourism Strategy 2003-2008.
- 1.2 To provide the Portfolio Holders with a summary and analysis of the responses received through the consultation exercise undertaken to assess resident and business perception of the progress made. This also includes details of current resident priorities with regard to the further regeneration of Seaton Carew.
- 1.3 The report also provides the Portfolio Holders with an update as to the current funding position and work being done to deliver improvements to address the remaining resident and business priority concerns.

2.0 BACKGROUND – SEATON CAREW TOURISM STRATEGY

- 2.1 The Seaton Carew Tourism Strategy 2003-2008 was endorsed by Cabinet in 2003. The strategy was developed to fit into and complement the regional and sub-regional approaches towards tourism. The Strategy is a vision for Seaton Carew's future that was developed in response to an extensive consultation exercise.
- 2.2 The vision of the Strategy is to 'develop Seaton Carew as a centre for tourism and leisure distinguished by quality, diversity and sustainability'. This vision was to be underpinned by the realisation of the following eight objectives, which the strategy seeks to address:
 - a) raise standards of beach and sea cleanliness and improve coastal management;
 - b) improve accessibility within and into Seaton Carew;
 - c) maintain, develop and enhance the built environment and encourage the diversification of attractions;

d) sustain and enhance the natural environment and increase public awareness and understanding of its importance;

e) raise the profile and improve the image of Seaton Carew;

f) develop events and activities that complement and utilise existing infrastructure;

g) attract and encourage the development of a strong and diverse business network; and

h) strengthen the accommodation network.

2.3 These objectives have formed the foundation for guiding the development of Seaton Carew and were translated into 8 key 'action themes', presented as tables within the strategy. The proposals identified within the themes were highlighted and prioritised through the original consultation process. The tables also identified the public and private partners that needed to be involved to achieve these actions and likely sources of funding

2.4 The eight 'action themes' are:

- 1) Beach and Sand Dunes
- 2) Accessibility
- 3) Developments
- 4) Environment
- 5) Marketing
- 6) Events and Activities
- 7) Businesses
- 8) Accommodation

2.5 Full details of these action themes are included in Appendix 1.

2.6 As part of the approval process for the Seaton Carew Tourism Strategy 2003 – 2008, it was agreed that the strategy would be updated within its lifetime to ensure that the details within the strategy were still relevant to the development of Seaton Carew. This update would give the opportunity to consult with the people of Seaton Carew to gain feedback on the work that has been achieved so far and the key priorities for future development.

3.0 SEATON CAREW TOURISM STRATEGY UPDATE

3.1 In order to measure progress in delivering the Strategy the proposals within each action theme have been updated to show if the identified proposal has been achieved.

- 3.2 The updated action themes were presented to the Seaton Carew Renewal Advisory Group (SCRAG) on 6th November 2006 and at the Foreshore Co-ordination Group on 24th January 2007. Comments made at these two meetings were fed into the updated action themes.
- 3.3 The updated action themes have been attached to this report as appendix 2 and a summary of progress made under each of the 8 themes is included below.
- 3.4 Beach and Sand Dunes
Significant progress has been made under the Beach and Sand Dunes theme since the production of the strategy in 2003. A lifeguard provision has been put in place during the summer months and some of the lifeguards are trained in first aid. Improved access to the beach has been provided opposite Station Lane and barriers have been put in place at beach accesses. Regular beach cleaning takes place all year round. New signage has been provided to advise dogs owners how they should be using the beach and more dog bins have been provided. The remaining beach chalets were removed due to continual vandalism. The Tourist Information Unit has not been achieved yet, but is still considered as a priority and will be installed this year.
- 3.5 Accessibility
Cycle and pedestrian routes along the promenade have been improved and there are bus links to the Town Centre every 15 minutes. Improvements have been made to the car parks in Seaton Carew through resurfacing and improved security, this has alleviated parking problems elsewhere (e.g. parking on grass verges). Traffic calming measures have been undertaken in Seaton Carew however further traffic calming is being considered as traffic is still perceived to be a problem. There has been recent improvement with the completion of a townwide signing strategy implemented last year. Traffic management improvements are ongoing in Seaton Carew.
- 3.6 Developments
Considerable achievements have been made in Seaton Carew including the clearance and landscaping of the North Shelter site, a private sector development on the old baths site, and new play facilities in the park. A development and marketing brief has been produced for the former fairground site, this incorporates a portion of land from the neighbouring golf course that will enable the site to have a roadside frontage. The site is due to be marketed later this year and with the guidance set out in the development and marketing brief it is hoped that a suitable developer will be forthcoming to utilize the site in line with the priorities for Seaton Carew. The development on this site may have an impact on the quantity of public car parking available in Seaton Carew, although the development and marketing brief does state that any development must retain an element of coach and public parking. The increasing private sector investment that is evident in Seaton Carew is a sign of growing confidence in the resort.

- 3.7 To date a public realm scheme has taken place behind the bus station however improvements are still required at the bus station itself and work towards this is ongoing. A funding bid was submitted to the Heritage Lottery Fund (HLF) in 2005. Although this was withdrawn on HLF advice, work has continued on this application and it is due to be resubmitted to the HLF in the near future. It was agreed that the capital receipt from the sale of the former fairground site will be fed into the restoration of the bus station. The bus station remains a high priority. High priority is also still given to the public toilet facilities in Seaton Carew; this will be addressed by the Hartlepool Public Toilet Strategy.
- 3.8 Environment
Significant environmental improvements have been made in Seaton Carew since the publication of the Seaton Carew Tourism Strategy in 2003. Substantial paving, traffic calming and commercial grant projects have taken place. Seaton Carew has achieved the ENCAMS (Environmental Campaigns) Seaside Award and applications are being prepared to renew this. Seaton Carew has also received the ENCAMS Blue Flag award for the first time. Additional dog waste bins have been installed in Seaton Carew and litter fines have been introduced and are enforced. A Countryside Warden is in post to continue with the protection of Seaton Common and the dunes, and to facilitate educational and public events staged by volunteers on the site. Improvements have also been made to the park and to the green areas along the seafront.
- 3.9 The Empty Buildings & Derelict Land Group focuses on buildings and sites that are in a general bad state of repair, this is a town wide initiative and includes buildings within Seaton Carew. The group helps to focus efforts to address the condition of these properties. The Longscar Centre which is on the original list of target properties has been tidied up once however it is still a priority for more extensive improvements and the Seaton Hotel has recently been asked to tidy up its exterior. The Golden Flatts pub has been demolished following action by the group.
- 3.10 The Railway Corridor Scrutiny Plan concentrates on looking at the potential development along the railway approaches into Hartlepool. This affects the development of Seaton Carew as one of the approaches to the town passes through the resort. Seaton Carew railway station is specifically identified within the action plan for improvement in line with Northern Rail's targets and local targets in preparation for the Tall Ships Race 2010.

3.11 Marketing

Interpretation boards are being installed in Seaton Carew and new boards are due to be installed at the North Shelter. Seaton Carew is included in town wide promotional material and features on the 'Destination Hartlepool' website. The marketing of potential development sites within Seaton Carew to attract suitable development is imminent. At present there is no stand alone promotion or branding for Seaton Carew, this is something that could be worked towards in the future however Seaton Carew is promoted through the Coastal Arc promotional material and on a sub-regional level through 'Visit Tees Valley', the area's tourism partnership.

3.12 Events and Activities

A programme of events is published every 6 months; this includes Seaton Carew based activities including guided walks, tours and events. There are events that take place in Seaton Carew, these include the Fireworks Display, Marina 5Km Run and the Triathlon that goes through Seaton Carew, and there is scope within the resort to develop further events and activities. Further development is also required to work towards water based activities especially with the Tall Ships due in Hartlepool in 2010; this will bring thousands of tourists to Hartlepool and the surrounding area and is a prime opportunity to showcase Seaton Carew.

3.13 Businesses

The Development Brief for the fairground site has been produced and the site is due to be marketed later this year. Approximately 10 commercial properties within Seaton Carew have received grant funding to enable them to improve their shop frontages. Businesses in Seaton Carew were able to access a town wide grant scheme available to fund business's ICT requirements. Work still needs to be undertaken with traders to establish their aspirations with regard to a Traders Association.

3.14 Accommodation

The majority of local hotels are members of the Hotel Group; non members are continually encouraged to join the inspection scheme. Many hotels are also featured on the 'Destination Hartlepool' website. Hotels were given the opportunity to improve their frontages through the commercial grant scheme that was undertaken, there are still issues with some of the hotels and further funding sources are being looked into to enable the continuation of the grant scheme.

3.15 The information in the updated action themes was used as the basis for the public consultation.

4.0 PUBLIC CONSULTATION - PROCESS

- 4.1 A public consultation process was undertaken to assess resident and business perception of the impact of the strategy to date. This included distribution of a questionnaire to every household and business in Seaton Carew, public display of the updated action tables and three two hour sessions where Officers were in attendance. This gave residents and businesses the opportunity to speak to officers about the improvements made in Seaton Carew and any other issues they may have regarding Seaton Carew.
- 4.2 2763 copies of the questionnaire were delivered to every property in Seaton Carew, reply boxes were placed in several places in Seaton Carew and central Hartlepool and people were given contact details to enable them to return questionnaires by post. The public consultation lasted for a three week period.
- 4.3 The questionnaire explained the purpose of the consultation, gave details of the public display and officer-attended sessions and a summary of the improvements that have been made in Seaton Carew under the 8 themes within the Seaton Carew Tourism Strategy.
- 4.4 The design of the questionnaire listed the key issues under each of the 8 themes within the strategy. People were asked to tick the box which they thought best described the current state of the issue compared to 2003. The options were; much improved, improved, same, worse, much worse and don't know. The questionnaires also provided space for people to list other priorities under each of the themes and any other comments relating to the Seaton Carew Tourism Strategy.

5.0 PUBLIC CONSULTATION RESULTS

- 5.1 182 completed questionnaires were returned during the 3 week consultation period, this is a 6.6% return rate and approximately 30 people attended the consultation sessions. A complete record of all of the information collected through the consultation process is provided in appendix 3. A summary of the feedback from the consultation process is given below; including the main future priorities identified by residents under each of the 8 themes.
- 5.2 Beach and Sand Dunes
In response to the following 4 questions in the questionnaire regarding; the number of vehicles on the beach, the cleanliness of the beach, the lifeguard provision and the beach signage the majority of people felt that some improvement has been made since the publication of the strategy in 2003. The greatest improvement to the beach has been the reinstatement of the lifeguard provision during the summer months. Although the 65% of people who completed the questionnaire

recognised that beach cleanliness had improved, litter and dog fouling were listed as key resident priorities. Other key issues raised were the presence of dogs on the beach, many people thought that dogs should either be kept on a lead or prohibited from the beach altogether and the lack of toilet facilities available for beach users.

5.3 Accessibility

From the responses from the questionnaire, 75% of people felt that improvements had been made to the provision of pedestrian crossings in Seaton Carew when compared to 2003. People responding to the questionnaire also recognised that improvements had been made to traffic calming within Seaton Carew as well as the parking areas and the links to Hartlepool and the Marina. With respect to the question regarding the public transport, 50% of people felt that there had been no change to the public transport service in Seaton Carew since 2003. One of the issues raised by many of the people who completed the question was the lack of bus services after 5pm. Although many people agreed that improvements had been made to the parking available in Seaton Carew issues were still raised; both double parking outside the shops on The Front and availability of parking during busy periods are causing concern for local people.

5.4 Developments

The majority of people who completed a questionnaire indicated that in their view the developments undertaken to the North Shelter, play park facilities and former baths site have improved each site since 2003. 84% of people who completed the questionnaire felt that the landscaping development to the North Shelter has improved or much improved when compared to its condition in 2003. There has been a mixed response from people regarding the questions relating to the former fairground site and sporting facilities, with the majority of people highlighting that there has been no change to the condition of either of these developments since 2003.

5.5 The question relating to the development of the Bus Station received a negative response from people who completed the questionnaire with 68% of people indicating that they considered the condition of the Bus Station and clock tower to be worse or much worse than in 2003 when the original strategy was produced.

5.6 Other issues highlighted through the consultation process were the external condition of the Longscar Centre, as the majority of the building is empty, people feel that it has become a target for vandals and the building does not benefit the surrounding area. The amount of available toilet facilities is a development concern and people also have concerns about the state of these facilities. Many people also commented on the external condition of the Seaton Hotel and indicated that like other properties along Seaton Carew Front investment is required.

5.7 Environment

The consultation results show that generally people feel that improvements have been made under the 4 categories listed; litter and dog waste bins, public realm, green & wildlife areas and street lighting. Although 68% of people who completed the questionnaire thought that litter and dog waste bins had either improved or much improved many of the concerns raised through consultation related to this category. Many people felt that dog waste is still a problem within Seaton Carew; although more dog waste bins have been installed there are questions over whether the provision is adequate. Work is underway with Development Control officers to investigate these concerns and utilise any powers we may have to resolve this issue.

- 5.8 The main other issues raised through consultation are the rubbish that has gathered behind the Longscar Centre, the need for more litter bins and seating along the promenade and pavements throughout Seaton Carew require repairing. People also raised concerns about the size of the waste heap at Seaton Meadows. This is a concern of local Ward Councillors and is being investigated by Council Officers.

5.9 Marketing

The response from the consultation with regard to marketing has been very mixed. 52% of people who completed a questionnaire thought that improvements had been made to the tourist information points although it was also indicated that some of the stands are damaged and are in need of repair/replacement. When asked about marketing and the publication of events to residents, the majority of people felt that there is little difference to 2003. With regard to the marketing that takes place through the 'Destination Hartlepool' website, 60% of people answered 'don't know' on the questionnaire. Of the people who were aware of the marketing that takes place through the website the majority thought that it either remained the same or had improved since the publication of the Seaton Carew Tourism Strategy in 2003.

- 5.10 Other issues raised through the consultation process were that marketing seems to be limited to the Hartlepool Mail and Hartbeat and if events are taking place people are unaware of them.

5.11 Events & Activities

The results of the consultation process indicate that progress made under the 'Events & Activities' theme has not been recognised by people living and working in Seaton Carew. The majority of replies indicated a 'don't know' or 'same' response to the questions for both the development of water based activities and the countryside events programme. Overall the consultation feedback indicated that there had been little progress in Seaton Carew with regard to the organised activities that take place.

- 5.12 Positive feedback was given about the annual Fireworks Display however this is a well established event. People indicated that they would like to see more events throughout the year and many ideas suggested (refer to appendix 3 for details).
- 5.13 Businesses
55% of people who completed a questionnaire felt that improvements had been made to the shop frontages, although many people commented that there are still properties that need attention externally. 54% of people felt that the range of shops has either improved or remained the same since 2003, however many of the comments received relate to the need for a more diverse range of shops within Seaton Carew including cafes. The response from the questionnaire relating to availability of business support showed that the majority of people were unsure of availability; although only 2% of questionnaires received were from businesses in Seaton Carew.
- 5.14 The main issue raised through consultation relating to the 'Business' theme, is the condition of some of the commercial properties in Seaton Carew, particularly the Longscar Centre and The Seaton Hotel.
- 5.15 Accommodation
97% of people who completed the questionnaire are residents of Seaton Carew and therefore it is unsurprising that the majority of people answered 'don't know' to the questions relating to accommodation. Of those people who did respond to the 3 questions on accommodation matters, the majority of people felt that the inspection scheme for hotels, the availability of short breaks and weekend deals and the promotion of accommodation available in Seaton Carew were the same or slightly improved compared to 2003.
- 5.16 The condition of the Seaton Hotel has been raised as an issue on numerous occasions. There were comments made about the quality of the hotel stock, many people feel that more advertising of the hotels available in Seaton Carew is needed.
- 5.17 Summary of Results
Many of the projects identified within the eight theme tables of the Seaton Carew Tourism Strategy have been achieved since the strategy was published in 2003. The results from the consultation show that the North Shelter demolition and landscaping scheme, the lifeguard provision, increased pedestrian road crossings and the development on the former baths site are all considered as successful improvement projects in Seaton Carew. There are exceptions and more work needs to be undertaken to some large scale developments that require attention e.g. the bus station and clock tower, the Longscar Centre etc.

- 5.18 Many of the future resident priorities that have been identified through the consultation are smaller scale issues, which could possibly be addressed and resolved through discussions with the Neighbourhood Managers and other Council Officers as part of their remit.

6.0 FURTHER PROGRESS AND FUTURE FUNDING

- 6.1 Despite the progress made and documented in this report against the prioritised proposals contained in the original Strategy document, there are still obvious areas which require continued focus and targeting of financial resources.
- 6.2 When the Seaton Carew Tourism Strategy was produced in 2003, significant Single Programme funding had been secured and was in place to deliver a number of regeneration projects. This resulted in the achievement of many of the proposals included in the Strategy. Together with the use of existing Council and partner resources significant progress has been achieved to date.
- 6.3 Over the lifetime of the Strategy document the Single Programme funding regime has changed emphasis. The focus is now towards more direct targeting of private sector investment, rather than indirect support through, for instance environmental improvements. Consequently the level and type of funding required to accomplish the significant remaining priorities in Seaton Carew will be more difficult to achieve through these channels. Officers will nevertheless continue to work toward maintaining the profile of Seaton Carew as a potential recipient of future investment/ regeneration funding.
- 6.4 Over the period of the existing strategy the policy context has also developed with the production of the Hartlepool Tourism Strategy which is Borough wide and identifies Seaton Carew as a tourist centre. The regeneration of Seaton Carew is also identified within the Coastal Arc Strategy for Investment through the Tees Valley Partnership and One North East and the 'Investment Plan for the Tees Valley City Region'. These documents will be used as the basis for further rounds of investment by One North East. The profile of Seaton Carew and the work needed to continue its regeneration have therefore been enshrined in broader documents that have a sub regional and regional significance.
- 6.5 The Regional Spatial Strategy (RSS) recognises the intrinsic value of coastal resorts (such as Seaton Carew) to the tourism offer of the North East. The RSS stipulates that investment should be directed towards upgrading, renewing and expanding existing cultural facilities, tourist attractions, accommodation and upgrading the quality of service. The RSS also states that projects should be supported, especially those projects that raise the profile of the resort. Any future development in

Seaton Carew should be in line with the recommendations of the Regional Spatial Strategy.

- 6.6 For development in Seaton Carew to be supported on a regional and sub-regional level it is vital that the potential of Seaton Carew is realised in all relevant strategies covering the area. At present the Coastal Arc Coordinator is leading a lobbying process on behalf of Hartlepool Borough Council and Redcar & Cleveland Borough Council to ensure that the recently produced 'Tourism Vision, Framework & Action Plan for One Northeast Coastal Zone' includes the potential of the sites along the Tees Valley Coast. Currently the document includes minimal reference to smaller coastal towns and resorts in the Tees Valley. The formal response to the final draft of this document coordinated by the Coastal Arc Coordinator highlights the shortcomings of the report with regard to the Tees Valley Coastline.
- 6.7 Whilst the main strategy has now been finalised, One North East have appointed a coordinator to develop this into an Action Plan. As part of the ongoing lobbying process the coordinator has spent a day in Hartlepool, where officers have shown them existing visitor facilities and development plans and opportunities including those in Seaton Carew.
- 6.8 It is hoped that the outcome of this response will be the sub-region, Hartlepool and Seaton Carew being given greater prominence within the North East.
- 6.9 Given the evolving funding arrangements and the stage reached so far in attempting to secure further regeneration funding, the Strategy update information outlined within this report can be utilised as further supporting evidence for the advancement of Seaton Carew. It can also be used as the basis for further assessment of the progress of the Strategy at the end of its lifespan (December 2008).

7.0 RECOMMENDATIONS

- 7.1 The Portfolio Holders are requested to agree the following recommendations:
- (i) The Regeneration & Liveability Portfolio Holder and the Portfolio Holder for Culture, Leisure and Tourism are requested to note the progress made in delivering the Seaton Carew Tourism Strategy to date, the results of the consultation and the remaining resident priorities as identified through the consultation exercise and;
 - (ii) Both Portfolio Holders are requested to agree that the results of the consultation exercise should be publicised to residents and businesses in Seaton Carew and to note the intention to provide a further report at

the end of the lifetime of the Strategy (end of 2008) or when any further funding opportunities are identified or secured.

- (iii) The Portfolio Holder for Regeneration and Liveability is requested to agree that Officers continue to work toward securing external funding for the continued regeneration of Seaton Carew, guided by the identified resident priorities and remaining proposals in the Seaton Carew Tourism Strategy document.



SEATON CAREW TOURISM STRATEGY 2003 - 2008

SEATON CAREW TOURISM STRATEGY

CONTENTS

1	FOREWORD	1
2	THE TOURISM INDUSTRY	2
3	PARTNERSHIP WORKING	3
4	VISION AND OBJECTIVES	4
5	ACTION THEMES	5
5.1	THE BEACH AND SAND DUNES	6
5.2	ACCESSIBILITY	7
5.3	DEVELOPMENTS	8
5.4	ENVIRONMENT	9
5.5	MARKETING	10
5.6	EVENTS AND ACTIVITIES	11
5.7	BUSINESSES	12
5.8	ACCOMMODATION	13
6	ACHIEVING THE VISION	14
7	APPENDIX 1	16
8	APPENDIX 2	18



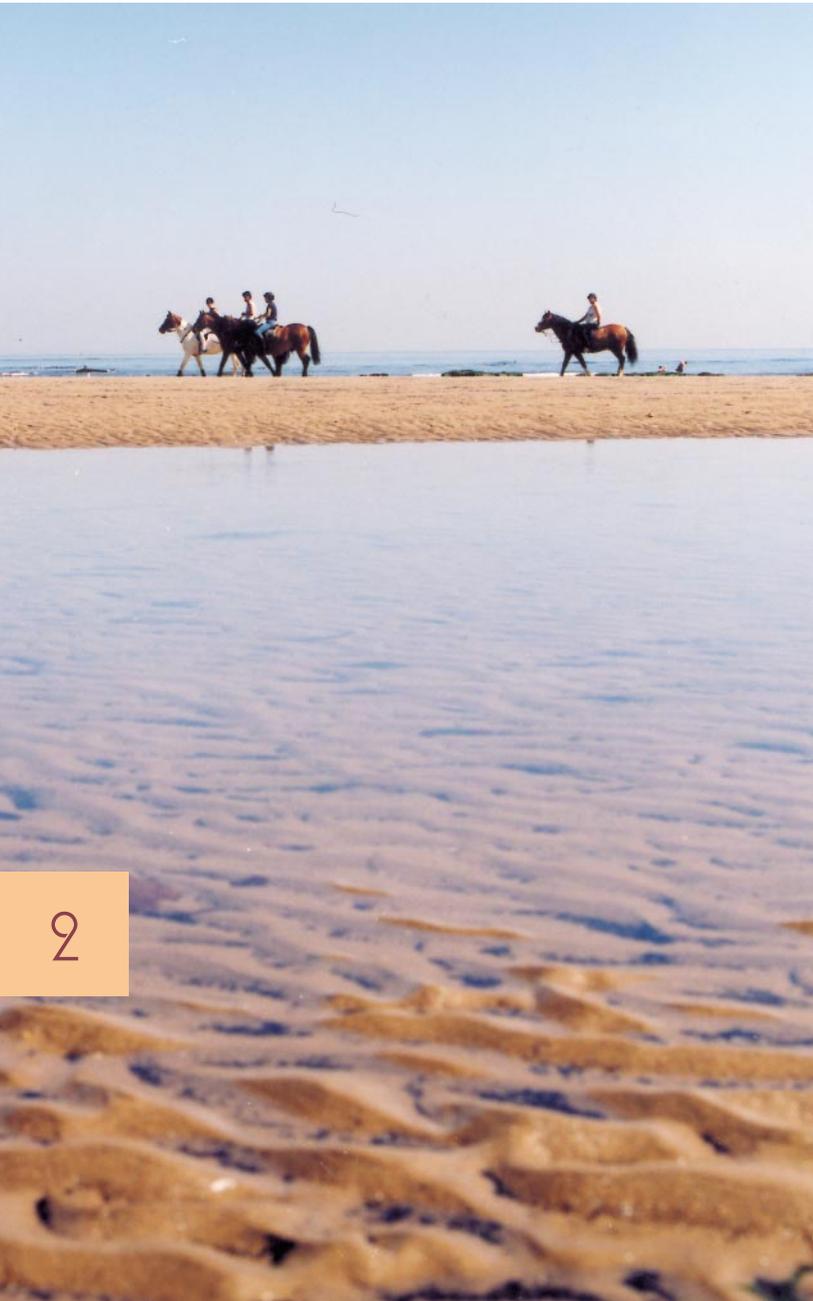
1. FOREWORD

- 1.1 The visitor market plays a key role in sustaining Seaton Carew's economy and impacts on the quality of life for the local community in a very direct way. The development and maintenance of a pleasant tourism environment is an essential factor not only in attracting visitors but also in benefiting residents, local businesses and employees alike.
- 1.2 There is much to enjoy in Seaton Carew; the promenade, the beach, amusements, fish and chips; all the traditional offerings of a British seaside resort and the enhancement and expansion of this tourism offer is essential in reinforcing the sustainability of this visitor destination and restoring a positive image. High quality and balanced development is the key to getting this right. This is where the Seaton Carew Tourism Strategy is critical; presenting a realistic and achievable framework that highlights not only what Seaton Carew once was, but also what it could be; combining the original strengths of the resort with emerging opportunities.
- 1.3 Over the past two years the regeneration capacity of Seaton Carew's tourism industry has begun to be realised. Work has already commenced to transform the local environment and shape the resort to maximise its appeal as a place in which to live, work and invest as well as a destination that will attract visitors seeking fun and relaxation.
- 1.4 The development of this strategy demonstrates a local commitment to achieving positive goals, not only for Seaton Carew, but also Hartlepool as a whole. The continued involvement of local people in the implementation of the priorities identified within the strategy will be a vital determining factor for success.
- 1.5 My endorsement of this strategy is wholehearted; the strategic framework presented by the document is both visionary and honest and clearly identifies the crucial routes necessary to revitalise Seaton Carew. I would like to take this opportunity to thank all of you who have contributed towards the establishment of this strategy and hope that the enthusiasm that has been demonstrated to date will continue as a fundamental driver in realising the potential of Seaton Carew.



STUART DRUMMOND
The Mayor of Hartlepool
September 2003

2. THE TOURISM INDUSTRY



- 2.1 Seaton Carew is a small, traditional British seaside resort. The local tourism product and related facilities cater for a wide range of visitors; attracting traditional bucket and spade markets lured by days of warm weather, day visitors seeking fresh air and a walk along the promenade, and also increasingly attracting a growing nature tourism market.
- 2.2 To some extent Seaton Carew's tourism industry has survived the changing preferences of tourists attracted to overseas resorts with sunnier climates by retaining a small but loyal day visitor market, which has sustained the tourism industry by supporting the local economy and employment offer. However, the unavoidable reduction in tourism trade for the traditional seaside economy that has resulted from a growth in overseas tourism has caused a downturn in private investment in the resort and a subsequently rundown built environment.
- 2.3 Over recent decades Hartlepool has benefited from substantial levels of investment for regeneration and this has resulted in significant positive impacts, particularly via the establishment of the Marina and the Historic Quay. Developing upon this atmosphere of rejuvenation, the **Seaton Carew Tourism Strategy** articulates a vision for Seaton Carew's future as a viable coastal resort; establishing realistic objectives to overcome problems of shrinking patronage and decline, and guide future regeneration possibilities.
- 2.4 The aim of the strategy is to both maintain and improve the appeal of Seaton Carew to its visitors, investors and consequently the local community through improving the quality and diversity of built and natural attractions. The strategy identifies eight themes that reflect key determining factors in the revitalisation of Seaton Carew. Within these themes realistic priorities have been set which will maximise the significant role that Seaton Carew plays in the realisation of Hartlepool's tourism potential. Each priority will cumulatively contribute towards enhancing the maritime inspired visitor offer in Hartlepool and the unfolding of a high quality and sustainable critical mass of tourism attractions across the Tees Valley.
- 2.5 The benefits of a healthy tourism industry can be wide ranging, including: enhanced employment opportunities; new business possibilities; the attraction of more visitors; improved visitor satisfaction and spend; and the strengthening of the local economy. It also raises pride in the area and maximises the application of the town's strongest assets, i.e. its culture, history and its attractive location. These, in turn, contribute to the wider economic regeneration of the area.

3. PARTNERSHIP WORKING



3.1 SEATON CAREW RENEWAL ADVISORY GROUP

3.1.1 In the development of the Seaton Carew Tourism Strategy Hartlepool Borough Council has been guided by the work of the Seaton Carew Renewal Advisory Group. The advisory group has worked to develop realistic strategic priorities with the intention of rejuvenating Seaton Carew as a place in which to live, work, visit and invest. A series of meetings have been held which have identified the problems that exist in Seaton Carew and balanced these against identified strengths and opportunities to create proposals that hold the key to regeneration. The group has benefited from the membership of Seaton Carew Councillors, business owners, sporting groups, community group representatives and residents, alongside Council representation.

3.2 PUBLIC CONSULTATION

3.2.1 In addition to the involvement of the advisory group the strategy has been moulded from draft to final stage through a series of community consultation events:

- a questionnaire was delivered to all Seaton Carew households inviting respondents to prioritise the key issues detailed within the Seaton Carew Tourism Strategy and communicate any further comments;
- two workshops and a public meeting were held to enable all interested parties to comment upon the proposals within the strategy and discuss its aims with members of the advisory group and council representatives;
- an exhibition was displayed at Seaton Carew library for one week, and at Central library for the next to capture the interest of local residents, and attract further responses via the questionnaire; and
- the draft document was also distributed to all related public and private organisations outside of the questionnaire delivery range.

3.2.2 All events surrounding the development of the strategy were well publicised and as a result were well attended. Many constructive comments were received and each of these has been carefully considered by the advisory group in the transition of the strategy from draft to final stage. (Appendix 1 shows an analysis of the questionnaire responses. A summary of the detailed comments is available from the Hartlepool Borough Council Regeneration Team.)

3.3 BUSINESS RESEARCH

3.3.1 In November 2002, the Council carried out the Seaton Carew Business Survey, identifying businesses currently operating in Seaton Carew. The conclusions of the research demonstrated the positive influence of the local business sector on the local economy and have successfully informed the development of the strategy in terms of the current status of private sector business in Seaton Carew. (The key findings of the business survey are summarised in Appendix 2).

4. VISION & OBJECTIVES

THE VISION FOR SEATON CAREW

To develop Seaton Carew as a centre for tourism and leisure distinguished by quality, diversity and sustainability.

- 4.1 The achievement of this vision will be underpinned by the realisation of the following eight objectives, which the strategy seeks to address:
- a) raise standards of beach and sea cleanliness and improve coastal management;
 - b) improve accessibility within and into Seaton Carew;
 - c) maintain, develop and enhance the built environment and encourage the diversification of attractions;
 - d) sustain and enhance the natural environment and increase public awareness and understanding of its importance;
 - e) raise the profile and improve the image of Seaton Carew;
 - f) develop events and activities that complement and utilise existing infrastructure;
 - g) attract and encourage the development of a strong and diverse business network; and
 - h) strengthen the accommodation network.



5. ACTION THEMES

The vision statement and objectives devised from it form the foundation for future tourism development in Seaton Carew and are translated into action points within the following theme areas:

1. THE BEACH AND SAND DUNES

2. ACCESSIBILITY

3. DEVELOPMENTS

4. ENVIRONMENT

5. MARKETING

6. EVENTS AND ACTIVITIES

7. BUSINESSES

8. ACCOMMODATION



5.1 THE BEACH & SAND DUNES

5.1.1 The beach at Seaton Carew is one of its most critical attractions, particularly as areas of the beach and the sand dunes are part of an internationally important wildlife area. The following priorities are intended to realise the full potential of this asset via controlled and well managed actions to augment its significant role in the revival of Seaton Carew as a visitor destination, and in enhancing this key asset for use by local people. Work has already been undertaken to remove the derelict beach chalets behind the bus station and re-landscape the surrounding area. The pursuit of the remaining priorities will continue to build upon these initial improvements.

5.1.2 Key proposals:

Proposal	Priority	Who	Funding	When /How
Beach Lifeguard Provision.	High	HBC Community Services HBC Regeneration & Planning Voluntary group/HVDA	Min £50,000pa additional resources required. Possible Coastal Arc support.	Need Local Authority support. Premises required.
Reduce access of unauthorised vehicles to the sand dunes, through obstacles, signage and policing. Revise existing bylaws to aid this and provide a designated area for official vehicular access.	High	HBC Neighbourhood Services HBC Community Services Cleveland Police English Nature	Some works may be absorbed into existing funding streams. Additional funding may be required.	Need to establish joint working group. Long-term, phased approach.
Localised and improved beach management and maintenance programme. E.g. beach cleaning and promenade improvements.	High	HBC Neighbourhood Services	Additional resources required. £35,000 for beach cleaning machine, £20,000 for tractor.	Subject to resources.
Improve signage re: prohibition of dogs and allowance of guide dogs on the beach.	High	HBC Neighbourhood Services	To be investigated.	Subject to resources.
Explore possible new tourism related uses for the remaining beach chalets.	Med	HBC Community Services HBC Neighbourhood Services HBC Regeneration & Planning	Additional resources required.	Subject to resources.
Improve disabled /pram access to the beach via provision of duck boards.	Med	Hartlepool Access Group / HBC Neighbourhood Services	To be investigated.	Subject to resources.
Tourist Information Unit.	Low	HBC Community Services Private Sector	Additional resources required. Explore possibility of locating within existing business.	Subject to resources. Possible private sector involvement.
Implement a first aid unit during peak season.	Low	HBC Community Services Voluntary Agencies	Additional resources required.	Subject to resources.
Regular maintenance of beach walls.	Low	HBC Neighbourhood Services	Maintenance funding available.	Ongoing.

5.2 ACCESSIBILITY

5.2.1 Seaton Carew has good road access with routes from the south, west and north. The resort is also located along route 14 of the National Cycle Network. Underused public transport facilities in the bus and rail stations offer opportunities for improved transport services and infrastructure. Work has already been undertaken to resurface the Rocket House car park and therefore commence the pursuit of the accessibility priorities. Access is an issue that will be considered for all new developments resulting from this strategy.

5.2.2 Key proposals:

Proposal	Priority	Who	Funding	When /How
Improve links to the Marina and town centre. E.g. shuttle bus / sea links.	High	HBC Neighbourhood Services Private sector	Subject to level of works / type of works undertaken.	Subject to availability of resources.
Improve quality and availability of designated parking areas to safer car parking standards.	High	HBC Neighbourhood Services Private sector Cleveland Police	Dependent upon private development / additional funding.	In line with funding and development proposals.
Improve bus services and passenger waiting facilities. E.g. links to the marina and improved bus stops and information.	High	HBC Neighbourhood Services Stagecoach	Local Transport Plan funding for capital work. Bus improvements dependent on Stagecoach.	Capital works in 2004. Bus services subject to private sector works.
Improved rail services and facilities at Seaton Carew railway station.	High	HBC Neighbourhood Services Arriva Trains Northern	Local Transport Plan funding for capital works. Rail improvements dependent on Arriva TN and new franchise agreement.	Capital works 2003/04. Rail services subject to private sector works.
Undertake an access audit to identify need to improve access & signage.	High	Hartlepool Access Group HBC Neighbourhood Services	Dependent on level of works undertaken.	May be subject to resources.
Development of a car park on Coronation Drive, near to compound.	High	HBC Neighbourhood Services	Dependent on security of funding. £50,000 required.	Subject to availability of resources.
Implement road safety, traffic management, parking & pedestrian crossing improvements - Coronation Drive, The Cliff & The Front.	High	HBC Neighbourhood Services	Subject to HBC Local Transport Plan.	In line with Local Transport Plan objectives.
Improve availability and co-ordination of signage. E.g. transport links, links to local amenities. (Within and into Seaton Carew).	Med	HBC Neighbourhood Services Arriva Trains Stagecoach	Unknown at present.	In line with development work, subject to resources.
Improve cycle routes and safe bicycle parking areas within/ into Seaton Carew.	Med	HBC Neighbourhood Services	Local Transport Plan (LTP) capital funding.	In line with LTP objectives.
Restrict car parking on roadside verges.	Med	HBC Neighbourhood Services Cleveland Police	Unknown at present.	Long term. Subject to police approval.

5.3 DEVELOPMENTS

5.3.1 Seaton Carew has a traditional but limited range of seaside attractions. Whilst these are positive in their own right, a greater diversity of attractions, which address the seasonal nature of the British tourism industry and the local weather, are an essential consideration for new developments. The Hartlepool Local Plan has made provisions for new development sites to stimulate the tourism economy e.g. former fairground site / baths site, but these remain undeveloped. A key element of the strategy is to improve facilities for local residents and visitors, and attracting private investors will be key to this. The development of new attraction(s) will have a multiplier effect by subsequently generating trade for local shops, eateries and accommodation providers. All new developments must be sympathetic to the historic surroundings and be of high quality design. Where the council is the owner of development land it will maintain control of developments until they are satisfactorily complete and use appropriate measures to ensure that future changes of use are controlled.

5.3.2 Key proposals:

Proposal	Priority	Who	Funding	When /How
Development brief to guide development of the former fairground site / coach park and subsequent promotion.	High	HBC Regeneration & Planning HBC Neighbourhood Services Private Sector	Brief to be undertaken by Hartlepool Borough Council, additional funding may be required to market the site.	Short term. Subject to staff resources and additional funding.
Implement speeding controls on the coach park & block vehicular access to sand dunes.	High	HBC Neighbourhood Services HBC Community Services	Dependent on level of works & potential private developments.	Subject to funding / development plans.
Improvements to the bus station and small-scale development of the surrounding area.	High	HBC Regeneration & Planning HBC Neighbourhood Services HBC Community Services	Subject to structural survey / feasibility study.	Heritage Lottery bid anticipated 2004/05.
North Shelter- possible redevelopment and new use (requires feasibility study) or demolition.	High	HBC Regeneration & Planning HBC Neighbourhood Services Private Sector	Dependent on route taken. Possible private sector involvement.	Subject to funding, may form part of Heritage Lottery bid.
New/Improved Sport and Recreation facilities. E.g. Cricket Club ground extension.	High	HBC Community Services Private Sector Seaton Carew Sports & Social Club	Dependent on level of improvement. £30k-£60k required for cricket club ground extension.	Subject to private sector resources.
Improve quality, safety & access to playpark attractions/ facilities within the park.	High	HBC Community Services National Lottery / Private Sector	£100k - £120k depending on quality.	Subject to funding availability.
Improve public toilet facilities along The Front.	High	HBC Neighbourhood Services	Dependent on scale.	Subject to resources.
Encourage reuse of the Rocket House.	Med	HBC Community Services Cleveland Police	Cleveland Police currently actively looking at using the Rocket House.	Subject to Police resources.
Resident friendly development of former baths site (Attraction of private developer).	Med	Private Sector	Unknown at present.	Subject to market demand.
Develop Local Plan designated recreational sites to improve outdoor sports facilities.	Med	HBC Community Services Private Sector	Dependent on funding.	Subject to private sector interest.

5.4 ENVIRONMENT

5.4.1 The coastal location and sea views offer extensive opportunities for Seaton Carew to make the most of its environmental assets. Quality is crucial in determining the first impression given to the visitor and improvements guided through this strategy will enhance, promote and maintain the quality of the environment. Sympathetic, well-designed public realm improvements will enable Seaton Carew to create an environment which not only echoes the heritage of the settlement but offers a modern theme to attract new visitors. Works to enhance the built environment are already evident; through the Heritage Economic Regeneration Scheme, Commercial Building Improvement Grants have been administered to commercial properties in the Conservation Area to improve their architectural appearance. Improvements to seating provision along The Front have also been undertaken, partnered by the implementation of York Stone paving. Furthermore, the importance of Seaton Carew's natural environment in terms of nature conservation and wildlife significance has much scope for further development to maintain, protect and enhance the natural attributes that many tourists may not be aware of.

5.4.2 Key proposals:

Proposal	Priority	Who	Funding	When /How
Public realm improvements: Promenade, streetscape, commercial area, master-plan design scheme, north gateway.	High	HBC Regeneration & Planning HBC Neighbourhood Services English Heritage Private sector	Single Programme and English Heritage funding.	Some works committed. Further resources required.
Heritage Economic Regeneration Scheme/ Commercial Building Improvement Grants.	High	HBC Regeneration & Planning English Heritage	Single Programme & English Heritage funding.	Current funding secured until 2005.
Blue Flag status and Seaside Awards to be pursued following success of the other actions.	High	HBC Neighbourhood Services ENCAMS European Union	Pursuit of awards dependent on the improvement of quality in the seaside area through the strategy.	Subject to co-ordinated action and resources.
Improved litter removal at peak times and introduce more dog waste bins.	High	HBC Neighbourhood Services	Additional funding required.	Subject to resources.
Protect and maintain wildlife areas, improve access / parking / transport links and enhance and develop awareness of nature /wildlife areas through information nodes and inclusion in marketing campaigns.	Med	HBC Community Services HBC Neighbourhood Services HBC Regeneration & Planning South Neighbourhood Forum Tees Valley Wildlife Trust English Nature Private Sector	Dependent on investment required. Countryside Wardens maintain local nature reserve. South Neighbourhood Forum resolving conflicts regarding fishing at Warrior Park Pond.	Ongoing. Need for joint working.
Introduction of local litter fines.	Med	HBC Neighbourhood Services	Unknown at present.	As part of a Hartlepool Borough Council town-wide scheme.
Improve green areas.	Med	HBC Neighbourhood Services	Additional funding required.	Subject to funding.
Continue lighting improvement schemes.	Med	HBC Neighbourhood Services	£800-£1000 per lighting column.	Subject to resources.

5.5 MARKETING

- 5.5.1 A key driver for a successful visitor destination is positive, attractive marketing. In the recent past, publicity for Seaton Carew peaked with an appearance on the BBC's Holiday programme, following which visitor numbers were recorded as increasing.
- 5.5.2 In the current climate the most successful marketing position sees Seaton Carew as the beach resort of Hartlepool. Under this promotional umbrella there are a number of initiatives, which will enhance the positioning of Seaton Carew as a distinctive element within this wider product and strengthen local and regional awareness of the resort. With respect to this aspect in particular, the strategy will seek to establish strong links with the developing Hartlepool Tourism Strategy and its resulting marketing priorities.

5.5.3 Key proposals:

Proposal	Priority	Who	Funding	When /How
Improve quality of interpretation points. E.g. information on history, attractions, linkages etc.	High	HBC Regeneration & Planning HBC Neighbourhood Services	Unknown at present. Dependent on level of scheme.	Subject to resources.
Events led media campaign to maintain visitor interest both for existing and any new events.	High	HBC Regeneration & Planning HBC Chief Executives Department Local press and television	Absorbed into existing funding streams.	Some additional resources required.
Ongoing local and regional promotion of strategic developments to maintain visitor interest.	High	HBC Regeneration & Planning HBC Chief Executives Department Local press and television	Part of Hartlepool Borough Council corporate service.	Ongoing.
Enhance promotion of Seaton Carew through Hartlepool / Tees Valley marketing campaigns.	High	HBC Regeneration & Planning HBC Chief Executives Department Local press and television	Absorbed into existing funding streams.	Need to ensure through lobbying.
Enhance links to Seaton Carew on the Destination Hartlepool web site.	High	HBC Regeneration & Planning Private sector / local traders	Absorbed into existing funding streams.	Subject to Hartlepool Borough Council / businesses.
Stand alone promotion and branding.	Low	HBC Regeneration & Planning	Seek additional funding.	Long-term following resort improvements.

5.6 EVENTS & ACTIVITIES

5.6.1 Day visitors are vital to the success of Seaton Carew and events and activities to keep them entertained are crucial. Links to other activities around Hartlepool would be an excellent way of promoting the resort as part of the overall Hartlepool package. Major events have been held in the area before such as the World Power Boat Championships and the Hartlepool Maritime Festival. The development of a programme of activities and events in and around Seaton Carew will add to the opportunities for investment in the area through sponsorship and publicity.

5.6.2 Key proposals:

Proposal	Priority	Who	Funding	When /How
Development of links to the Countryside Events Programme.	High	HBC Regeneration & Planning HBC Community Services	Unknown at present. Dependent on Countryside Agency involvement.	Working through Hartlepool Borough Council.
Encourage the development of a programme of community led events. (Hartlepool Borough Council will provide the necessary support infrastructure).	High	HBC Community Services Local community groups HBC Regeneration & Planning	Possible links to Single Programme and Neighbourhood Renewal Strategy.	Needs to be developed in joint collaboration.
Attract public / private sector funding / sponsorship to develop new events / expand existing events e.g. fireworks display.	High	HBC Regeneration & Planning HBC Community Services Private Sector	Variable. Public: private sector partnership.	Work with businesses to develop common aims.
Promotion of sporting events. E.g. ensure that residents and visitors are aware of local events to maximise attendance.	Med	HBC Community Services Private Sector Local sports clubs Sport England	Unknown at present. Public: private. May be absorbed into existing programmes.	Improve joint working with sporting clubs.
Development of water-based activities. E.g. boat linkages to The Marina and The Headland, watersports.	Med	HBC Community Services Private Sector Sport England	Unknown at present. Public: private.	Feasibility study. Work with private boat owners.
Working with local groups to develop attractions.	Med	HBC Community Services Seaton Carew Renewal Advisory Group Local Community Groups	Unknown.	As necessary.
Implement public art nodes along the promenade with the involvement of the community.	Med	HBC Community Services HBC Regeneration & Planning	Will be subject to additional resources.	Dependent on availability of funding.

5.7 BUSINESSES

- 5.7.1 As the key sustainable element of the Seaton Carew tourism industry, businesses play a crucial role in developing a vibrant local economy. Therefore the maintenance of a healthy private sector is essential. A strong network of businesses will provide benefits for traders themselves and also for residents and visitors. Developing and sustaining local businesses in partnership with key stakeholders will ensure that the amenities are in place to strengthen the visitor economy. Whilst there is currently a good range of businesses, increased diversity will benefit the local economy and offer greater choice to visitors and residents.
- 5.7.2 The conclusions of the *Seaton Carew Business Survey*, demonstrate that many businesses have been established in Seaton Carew for ten years or more, with the majority having no plans to relocate, therefore illustrating the current sustainability of the business sector.
- 5.7.3 Currently works are ongoing within the resort to enhance the appearance of commercial properties along The Front in Seaton Carew through Commercial Building Improvement Grants. The potential also exists to provide assistance to businesses in the resort that may wish to improve their performance/efficiency, or foster closer links with each other, via increased use of information technology. Funding is available from One NorthEast for Information and Communications Technology projects, for which Seaton Carew businesses may be eligible.

5.7.4 Key proposals:

Proposal	Priority	Who	Funding	When /How
Attraction of new tourism related businesses with a focus on quality and diversity. E.g. improve awareness of funding schemes / initiatives.	High	HBC Regeneration & Planning	Dependent on private investor interest. Possible links to building improvement grants.	Dependent on private sector interest and site potential.
Provision of building improvement grants to improve quality and traditional appearances of property frontages (Commercial Building Improvement Grants currently available).	High	HBC Regeneration & Planning English Heritage Private sector	Single Programme and English Heritage funding.	Current funding available until 2005.
Provide support for businesses to make wider use of ICT, develop network links, & possibly develop web presence (subject to demand).	Med/ High	HBC Regeneration & Planning Private sector / local traders Hartlepool College of Further Education	Funding secured from ONE North East for town wide scheme.	Hartlepool ICT partnership. Grants available for ICT equipment & training.
Support for Seaton Traders Association. (formal / informal).	Med	HBC Regeneration & Planning Private sector.	Possibility of volunteer services.	Subject to support of businesses.

5.8 ACCOMMODATION

- 5.8.1 The standard of accommodation in Seaton Carew is considered to be the best available in Hartlepool with a wide range of options, from large hotels, to bed and breakfasts and guesthouses. It is vital that accommodation standards are maintained and where possible improved, to offer the best possible places to stay in the resort.
- 5.8.2 The Hartlepool Tourism Strategy will also seek to provide a framework to build upon the existing accommodation provision in Seaton Carew by improving accessibility, promotion and marketing.
- 5.8.3 The proposals outlined in the Businesses section are equally relevant to accommodation providers.

5.8.4 Key proposals:

Proposal	Priority	Who	Funding	When /How
Continue to encourage local accommodation providers to join the inspection scheme to become officially rated.	High	HBC Regeneration & Planning	Some additional funding may be required should subsidies be necessary.	Through HBC / businesses.
Promotion of accommodation. E.g. via local/regional press, TV, Internet, brochures etc.	High	HBC Regeneration & Planning HBC Chief Executives Department Private sector Local businesses	Unknown at present.	Ongoing - Subject to resources.
Development of short break, weekend breaks and package deals. E.g. Golfing weekends, birdwatching weekends, watersports packages.	Med/ High	HBC Regeneration & Planning Private Sector Seaton Carew Golf Club Hartlepool Marina Tees Barrage	Unknown at present.	Need to work with businesses and link to marketing.
Encouragement of accommodation providers within allocated areas (e.g. The Conservation Area) to apply for Commercial Building Improvement Grants to improve their frontages.	Med	HBC Regeneration & Planning	Subject to funding schemes available.	HBC / external funders.

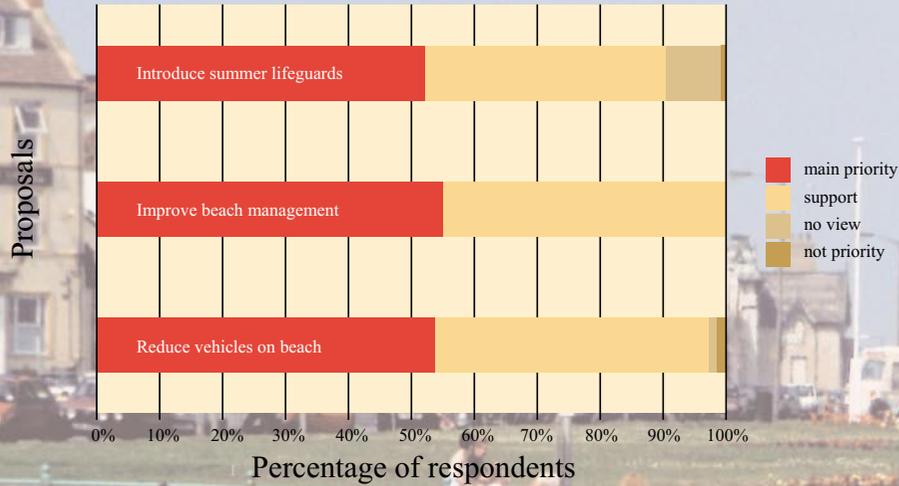
6. ACHIEVING THE VISION

- 6.1 The Seaton Carew Tourism Strategy provides a framework of principles to guide long-term tourism policy and help sustain and develop investor confidence in the resort. Hartlepool Borough Council is committed to regeneration in the town and through the application of its policies is determined to positively influence the future prosperity of the resort. The proposals within this document will be pursued by the relevant parties under the general context of regenerating the tourism potential of Seaton Carew and the Seaton Carew Renewal Advisory Group will oversee the process of implementation.
- 6.2 The strategic proposals within this document have been carefully developed into actions, which will achieve benefits not only for the tourist but also for residents, local businesses and their employees. The benefits of boosting the tourism economy will attract investment to Hartlepool and consequently improve the quality of the area as a place to live. Partnership will be key to the successful attainment of the objectives of the strategy and it is vital that stakeholders in the resort support the development of Seaton Carew as a viable visitor destination. Local businesses in particular will play a key role in translating the vision into reality. There is now an opportunity to encourage strong and effective public / private partnership to achieve the objectives of the Strategy and rejuvenate the tourism potential of Seaton Carew.
- 6.3 The achievement of a significant proportion of the strategic proposals is dependent upon additional resources. This is due to the limited public funding available for investment and maintenance of improvements in Seaton Carew's tourism industry. The strategy will effectively guide all future funding opportunities to ensure that the priorities, as agreed through public consultation, are reflected in all future regeneration related activities. This will ensure that a sustainable future for Seaton Carew is secured.
- 6.4 The strategy is intended as a dynamic and flexible document with deliverable proposals, which will be regularly updated to suit changing conditions in the national and local economy and continue the re-emergence of Seaton Carew as a high quality visitor destination. This strategy will develop in parallel to the Hartlepool Tourism Strategy and be complementary to the Tees Valley Tourism Strategy. It will also develop clear links with the Coastal Arc, a key element of the Tees Valley Vision Spatial Strategy, which is being developed jointly with Redcar and Cleveland Borough Council to address existing and potential problems and maximise the opportunities for the development of the coastal belt. The strategy has been endorsed by the Hartlepool Partnership (24th October 2003); therefore demonstrating the commitment of the Borough's stakeholders to its implementation.

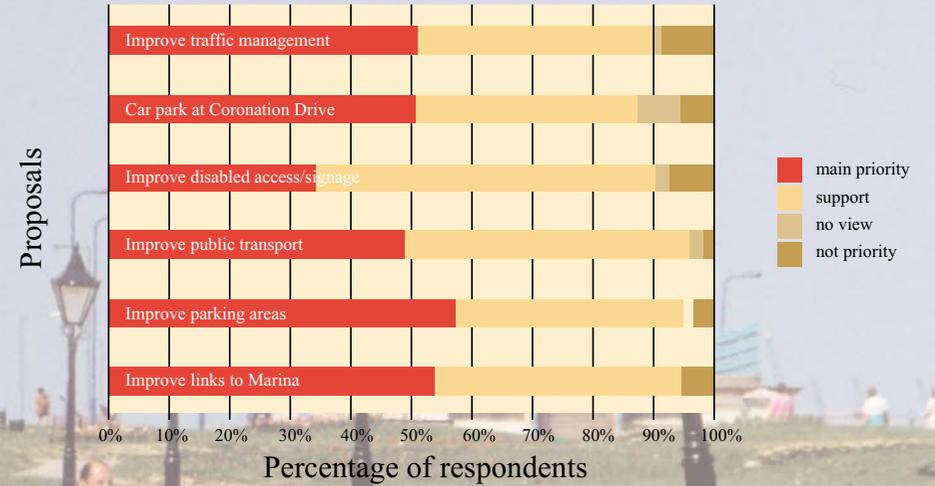


APPENDIX 1

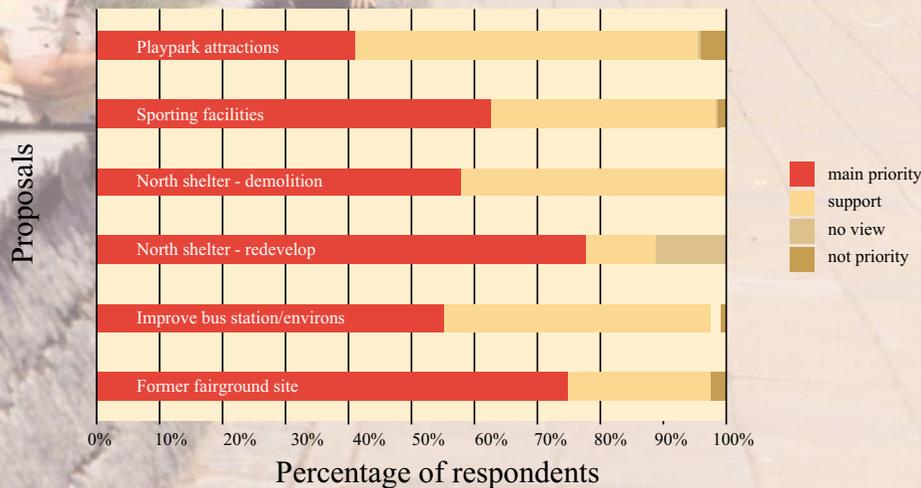
THE BEACH



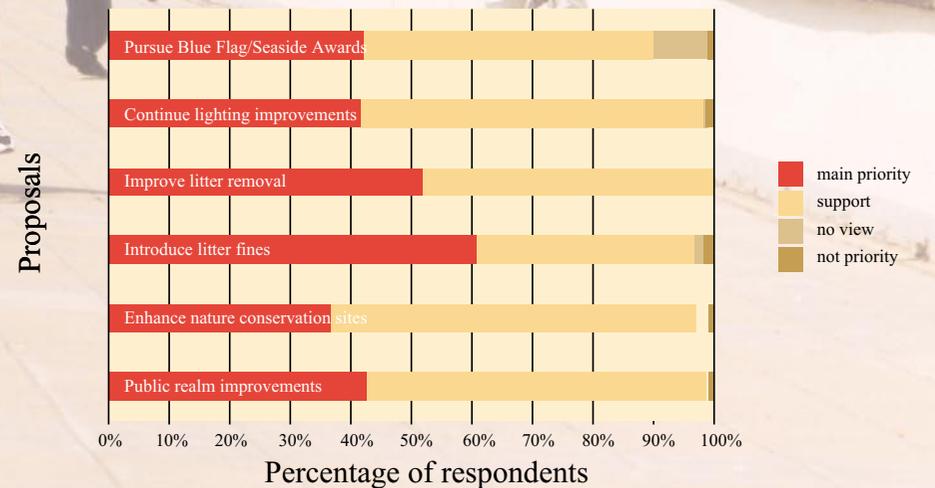
ACCESSIBILITY



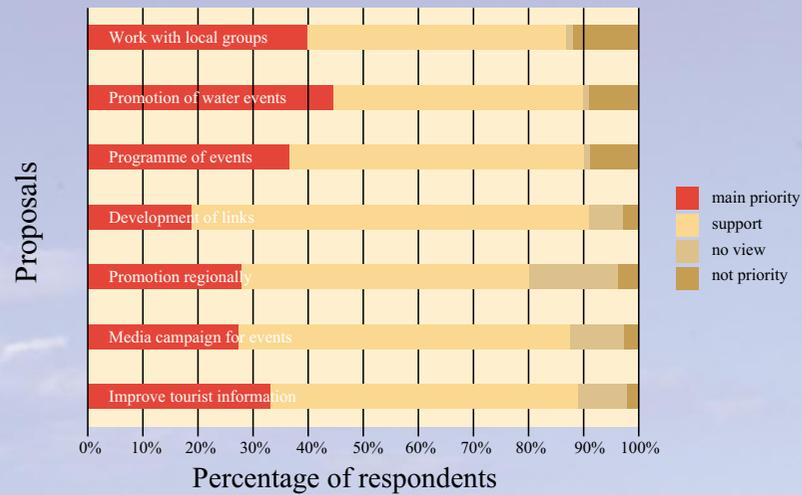
DEVELOPMENTS



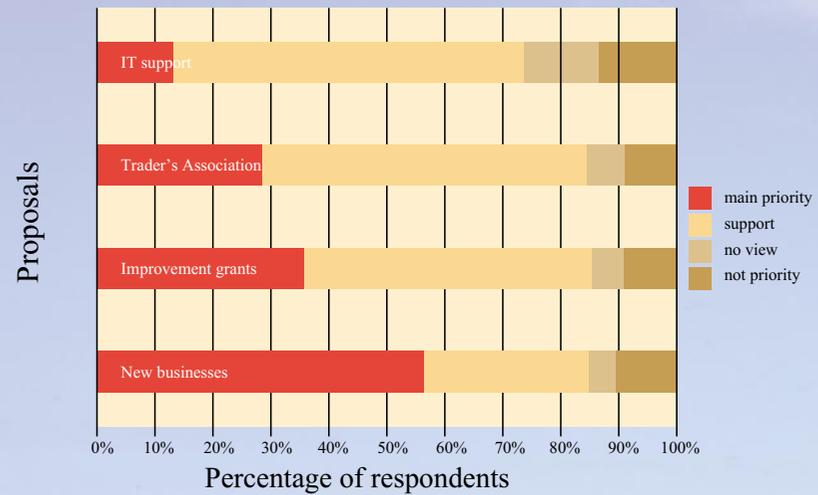
ENVIRONMENT



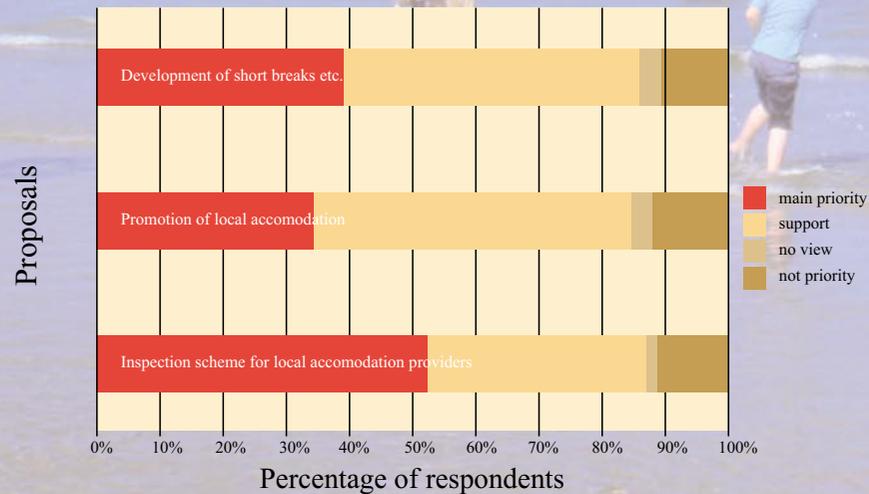
MARKETING/EVENTS



BUSINESSES



ACCOMODATION



APPENDIX 2

SEATON CAREW TOURISM STRATEGY BUSINESS SURVEY (November/December 2002)

KEY FACTS:

- 42 businesses situated along The Front in Seaton Carew and Elizabeth Way were sent questionnaires to survey the current business situation in Seaton Carew. Out of this 42, 18 businesses responded;
- the responding businesses ranged from hotels, newsagents, an off-licence and a number of sporting facilities;
- 88% of the businesses were well established, with the majority of them having being in Seaton Carew for ten or more years. In addition, 56% said they had no plans to move from the area;
- 72% had no business links with any other businesses within the area;
- 66% of businesses had no marketing campaign or form of advertising;
- 50% of businesses felt that visitor numbers had decreased over last five years;
- 67% of businesses wanted to make improvements to their businesses in the near future; and
- 94% of all businesses surveyed stated that they had not had any form of grant assistance within the last three years.

Generally the majority of businesses had mixed views on how they rated the services, environment and features in their area.

The main conclusions being:

WEAKNESSES WITHIN SEATON CAREW:

- lack of car parking; and
- rundown seafront and unattractive buildings; and
- untidy environment.

STRENGTHS WITHIN SEATON CAREW:

- proximity to the beach;
- sea views; and
- local sporting facilities.

SUGGESTIONS TO IMPROVE SEATON CAREW

- increase beachside attractions - stalls, funfair, seating area, rides;
- a pier;
- skating rink/ rollerblade park; and
- a bird sanctuary.



DEPARTMENT OF REGENERATION & PLANNING

Bryan Hanson House • Hanson Square • Lynn Street • Hartlepool TS24 7BT

Tel: 01429 523004

Appendix 2

BEACH AND SAND DUNES						
Proposal	Priority	Who	Funding	When / how	Progress and current position	Proposal Achieved?
Reduce access of unauthorised vehicles to the sand dunes, through obstacles, signage and policing. Revise existing bylaws to aid this and provide a designated area for official vehicular access.	High	HBC N'hood Services HBC Comm Services Cleveland Police English Nature	Some works may be absorbed into existing funding streams. Additional funding may be required.	Need to establish joint working group. Longterm, phased approach.	Barriers have been put in place - one of the barriers has been left open.	Achieved - some comments relating to vehicles on the beach through consultation.
Localised and improved beach management and maintenance programme. E.g. beach cleaning, promenade improvements.	High	HBC N'hood Services	Additional resources required. £35,000 for beach cleaning machine, £20,000 for tractor.	Subject to resources	Beach cleaning now takes place 4 days a week in summer and 1 day a week in the winter. New machinery has been purchased and is in operation.	Achieved.
Summer Lifeguard Provision. (HBC Security Contractor and Police to work alongside to improve security)	High	HBC Comm Services HBC Regen & Planning Voluntary group/HVDA Cleveland Police	Min £20,000pa additional resources required. Possible Sports Lottery support.	Need LA support. Premises required.	There is a summer Lifeguard provision in Seaton Carew.	Achieved.
Regular maintenance of beach walls.	Low	HBC N'hood Services	Maintenance funding available.	Ongoing.	Ongoing, undertaken by Councils engineers as part of their duties.	Ongoing.
Improve signage re: prohibition of dogs and allowance of guide dogs on the beach.	High	HBC N'hood Services	To be investigated.	Subject to resources.	New signage and bins have been installed.	Achieved - dogs still raised as an issue through consultation.
Improve the quality of the remaining beach chalets and explore new tourism related uses.	Medium	HBC Comm Services HBC N'hood Services HBC Regen & Planning	Additional resources required.	Subject to resources.	The beach chalets have been demolished.	Resolved.
Improve disabled/ pram access to beach via provision of duck boards.	Medium	Hartlepool Access Group HBC N'hood services	To be investigated.	Subject to resources.	Improved access to the beach has been installed on Station Road.	Achieved.
Tourism Information Unit	Low	HBC Comm Services	Additional resources required.	Subject to resources.	This has not been achieved, future priority.	Not achieved.
Implement a first aid unit during peak season.	Low	HBC Comm Services Voluntary Agencies	Additional resources required.	Subject to resources.	Lifeguards are trained first aiders.	Achieved.

ACCESSIBILITY

<u>Proposal</u>	<u>Priority</u>	<u>Who</u>	<u>Funding</u>	<u>When / how</u>	<u>Progress and current position</u>	<u>Proposals Achieved</u>
Improve links to the Marina and town centre. E.g. shuttle bus / sea links.	High	HBC N'hood Services Private Sector	Subject to level of works / type of works undertaken.	Subject to availability of resources.	Improved the cycle route and pedestrian links through the promenade and town centre bus links are being considered through the Town Centre Movement Strategy.	Improvements made, ongoing.
Improve quality and availability of designated parking areas to safer car parking standards.	High	HBC N'hood Services Private Sector Cleveland Police	Dependent upon private development/ additional funding.	In line with funding and development proposals.	Rocket Car Park, resurfaced and relined, car park signage improved, security improved at Coach Park.	Achieved
Improve public transport - bus/rail links and quality of related facilities. E.g. links to the marina, better bus stops.	High	HBC N'hood Services Stagecoach/ Arriva Trains Other bus / rail operators.	Possible Local Authority subsidies. Extra routes dependent on Stagecoach	Subject to private sector commitment.	2 new bus stops on Station Lane.	Achieved - more could be achieved.
Undertake an access audit to identify need to improve disabled access and signage.	High	Hartlepool Access Group HBC N'hood Services	Dependent on level of works undertaken.	May be subject to resources.	Remit of access being developed and agreed.	Not achieved.
Development of a car park on Coronation Drive, near to compound.	High	HBC N'hood Services	Dependent on security of funding. £50,000 required.	Subject to availability of resources.	This has been achieved.	Achieved.
Implement traffic calming measures and safe crossing areas along busy routes.	High	HBC N'hood Services	Subject to HBC Local Transport Plan (LTP).	In line with LTP objectives.	This has been achieved. Further traffic calming measures are being considered.	Improvements made, ongoing.
Improve availability and co-ordination of signage. E.g. transport links, links to local amenities (within and into Seaton Carew).	Medium	HBC N'hood Services Arriva Trains Stagecoach	Unknown at present.	In line with development work, subject to resources.	Townwide signing strategy was completed this year with improved signing to Seaton and improved amenity signing (Mayfair, Driving Range, Seaton Church etc)	Ongoing.
Improve cycle routes and safe bicycle parking areas within/ into Seaton Carew.	Medium	HBC N'hood Services Sustrans	Subject to Sustrans cycle network.	In line with Sustrans objectives.	2 bicycle stands are being installed in the Rocket House car park.	Improvements made, ongoing.
Restrict car parking on verges.	Medium	HBC N'hood Services Cleveland Police	Unknown at present.	Long term. Subject to police approval.	This is not a major issue at present, new car parks have alleviated the problem.	Resolved
Improve traffic management in line with new developments.	Low	HBC N'hood Services Private Sector	Dependent on level of measures implemented.	Subject to resources.	Ongoing	Ongoing.

DEVELOPMENTS						
Proposal	Priority	Who	Funding	When / how	Progress and current position	Proposals Achieved
Development Brief to guide development of the former fairground site/ coach park and subsequent promotion.	High	HBC Regeneration & Planning HBC Neighbourhood Services Private Sector	Brief to be undertaken by HBC, additional funding may be required to market the site.	Short term. Subject to staff resources and additional funding.	Completed, now being revised.	Achieved.
Implement speeding controls on the coach park and block vehicular access to the sand dunes.	High	HBC Neighbourhood Services HBC Community Services	Dependent on level of works and potential private developments.	Subject to funding/ development plans.	Sand dunes are blocked off to vehicles. Access to the coach park is locked at night.	Improvements made.
Improvements to the bus station and small-scale development of the surrounding area.	High	HBC Regeneration & Planning HBC Neighbourhood Services HBC Community Services	Subject to structural survey/ feasibility study.	Heritage Lottery bid anticipated 2004/05.	Small scale redevelopment behind the bus station completed. Looking for funding to complete the paving scheme behind the bus station and for works to the bus station. Remains a high priority.	Improvements made, ongoing.
North Shelter - possible redevelopment and new use (requires feasibility study) or demolition.	High	HBC Regeneration & Planning HBC Neighbourhood Services Private Sector	Dependent on route taken. Possible private sector involvement.	Subject to funding, may form part of the Heritage Lottery bid.	Been demolished and redeveloped.	Achieved.
New/ improved sport and recreation facilities. E.g. Cricket Club group extension.	High	HBC Community Services Private Sector	£30k-£60k depending on quality.	Subject to private sector resources.	Seaton Sports Club are developing a funding application to allow for the development of new pitches.	Ongoing.
Improve quality, safety and access to playpark attractions/ facilities within the park.	High	HBC Community Services National Lottery/ Private	£50k-£100k depending on quality.	Subject to funding availability.	New play park has been installed in the park.	Achieved.
Improve public toilet facilities along front.	High	HBC Neighbourhood Services	Dependent on scale.	Subject to resources.	Subject to the Hartlepool Public Toilet Strategy. Ongoing.	Ongoing.
Encourage reuse of the Rocket House	Medium	HBC Community Services Cleveland Police	Cleveland Police currently actively looking at using the Rocket House.	Subject to Police resources.	Community Services now considering the potential use of the building linking to the lifeguard service because the police now withdrawn from using the building.	Achieved. (NB. Lifegaurds are now using the Rocket House as a base).
Resident friendly development of former baths site (attraction of private developer).	Medium	Private Sector	Unknown at present.	Subject to market demand.	Development underway on the former baths site - restaurant and bar.	Achieved.
Develop Local Plan designated recreational sites to improve outdoor sports facilities.	Medium	HBC Community Services Private Sector.	Dependent on funding.	Subject to private interest.	Open Space and Sports Facilities Study relating to PPG17, report expected June/July 2007.	Ongoing.

ENVIRONMENT						
Proposal	Priority	Who	Funding	When / how	Progress and current position	Proposals Achieved
Public realm improvements: Promenade, streetscape, commercial area, master-plan design scheme, North Gateway.	High	HBC Regeneration & Planning HBC Neighbourhood Services English Heritage Private Sector	£270,000 Single Programme and English Heritage funding over 3 years.	Some works committed. Further resources required.	Public realm improvements have taken place in Seaton Carew in the form of paving, grants and traffic calming. Further Funding is being sought.	Improvements made, ongoing.
HERS Building Improvement Grants	High	HBC Regeneration & Planning English Heritage.	£272,100 Single Programme and English Heritage funding over 3 years.	Project on-going to 2005.	Grants are now completed.	Achieved.
Blue Flag status and Seaside Awards to pursued following success of the other actions.	High	HBC Neighbourhood Services ENCAMS European Union	Pursuit of awards dependent on improvement of quality of seaside area through strategy.	Subject to co-ordinated action and resources.	Seaton Carew achieved the ENCAMS Seaside Award. Applications for next year are currently being co-ordinated. A new 'Quality Coast Award'.	Achieved, ongoing process.
Improved litter removal at peak times and introduce more dog waste bins.	High	HBC Neighbourhood Services	Additional funding required.	Subject to resources.	More dog waste bins have been installed in Seaton Carew. Seasonal staff are employed at peak times to deal with the increased amount of litter.	Improvements made, ongoing.
Protect and maintain wildlife areas, improve access/ parking/ transport links and enhance and develop awareness of nature/ wildlife areas through information nodes and inclusion in marketing campaigns.	Medium	HBC Community Services HBC Neighbourhood Services HBC Regeneration & Planning South Neighbourhood Forum Tees Valley Wildlife Trust English Nature Private	Dependent on investment required. Countryside wardens maintain local nature reserve. South Neighbourhood resolving conflicts regarding fishing at Warrior Park Pond.	Ongoing. Need for joint working.	Countryside Warden protecting Seaton Common and Dunes (LNR and SSSI). Education and public events staged by volunteers on the site. Wardens also working with wildlife including nesting sites of migratory birds along Seaton coastline	Achieved.
Introduction of local litter fines.	Medium	HBC Neighbourhood Services	Unknown at present.	HBC town-wide scheme.	This has been done, litter fines are enforced.	Achieved.
Improve green areas.	Medium	HBC Neighbourhood Services	Additional funding required.	Subject to funding.	Improvements have been made to the park and the the green areas along the seafront.	Improvements made, ongoing.
Continue lighting improvement scheme.	Medium	HBC Neighbourhood Services	£800-£1000 per lighting column.	Subject to resources.	This has been achieved with the installation of improved lighting schemes in the area.	Improvements made, ongoing.

MARKETING

<u>Proposal</u>	<u>Priority</u>	<u>Who</u>	<u>Funding</u>	<u>When / how</u>	<u>Progress and current position</u>	<u>Proposals Achieved</u>
Improve quality of interpretation points. E.g. info on history, attractions, linkages etc.	High	HBC Regeneration & Planning HBC Neighbourhood Services	Unknown at present. Dependent on level of scheme.	Subject to resources.	North Shelter boards prepared, to be installed. Information Point, similar to others in the Town, showing map, location of amenities to be installed this year.	Improvements made, ongoing.
Events led media campaign to maintain visitor interest both existing, and any new events.	High	HBC Regeneration & Planning HBC Chief Executives Department Local Press & television	Absorbed into existing funding streams.	Some additional resources required.	Through existing budgets Seaton profile has been raised through ongoing Fireworks Event, Marina 5K run goes to the North Shelter and the Triathlon event goes through Seaton.	Ongoing.
Ongoing local and regional promotion of strategic developments to maintain visitor interest.	High	HBC Regeneration & Planning HBC Chief Executives Department Local Press & television	Part of corporate service.	Ongoing	Potential development sites will be actively marketed.	Ongoing.
Enhance promotion of Seaton Carew through Hartlepool/ Tees Valley marketing campaigns.	High	HBC Regeneration & Planning HBC Chief Executives Department Press & television	HBC Local Absorbed into existing funding streams.	Need to ensure through lobbying.	Seaton Carew is included in Town wide promotional material, and is well represented through the townwide Hotels Group	Improvements made, ongoing.
Enhance links to Seaton Carew on destination Hartlepool website.	High	HBC Regeneration & Planning Private Sector/ Local traders	Absorbed into existing funding streams.	Subject to HBC/ businesses.	Seaton features on website, with links to Seaton restaurants, hotels, golf course etc.	Achieved.
Stand alone promotion and branding.	Low	HBC Regeneration & Planning	Seek additional funding.	Long-term following resort improvements	No stand alone budget, but is included in Coastal Arc promotional material.	Ongoing.

EVENTS AND ACTIVITIES

<u>Proposal</u>	<u>Priority</u>	<u>Who</u>	<u>Funding</u>	<u>When / how</u>	<u>Progress and current position</u>	<u>Proposals Achieved</u>
Development of links to the Countryside Events Programme.	High	HBC Regeneration & Planning HBC Community Services	Unknown at present.	Working through HBC.	Programme of events published 6 monthly including Seaton based activities including guided walks, tours and events.	Improvements made, ongoing.
Encourage the development of a programme of countryside led events (council will provide necessary support infrastructure).	High	HBC Community Services Local Community groups HBC Regeneration & Planning	Possible links to Single Programme and Neighbourhood Renewal Strategy.	Needs to develop joint collaboration.	See above.	Improvements made, ongoing.
Attract public/ private sector funding/ sponsorship to develop new events/ expand existing events e.g. fireworks display.	High	HBC Regeneration & Planning HBC Community Services Private Sector	Variable. Public:Private sector Partnership.	Work with businesses to develop common aims.	Tees Valley Golf Week was developed with Golf courses throughout Redcar & Cleveland and Hartlepool, including Seaton Carew Golf Course.	Improvements made, ongoing.
Promotion of sporting events. E.g. ensure that residents and visitors are aware of local events to maximise attendance.	Medium	HBC Community Services Private Sector Local Sports Clubs Sport England.	Unknown at present. Public: private. May be absorbed into existing programmes.	Improve joint working within sporting clubs.	Significant promotion of Road Race event series has taken place this year - includes Marina 5, Triathlon etc.	Acieved, ongoing.
Development of water-based activities. E.g. boat linkages to marina and headland, watersports.	Medium	HBC Community Services Private Sector Sport England.	Unknown at present. Public: private	Feasibility study. Work with private boat owners.	No funding available yet, work is continuing through Coastal Arc to secure funding for further feasibility work. Opportunities through the Tall Ships to develop further.	Not achieved.
Working with local groups to develop attractions.	Medium	HBC Community Services Seaton Carew Renewal Advisory Group	Unknown	As necessary	SCRAG still meeting, opened up membership to strengthen group.	Ongoing.
Implement public art nodes along the promenade with involvement of community.	Medium	HBC community Services HBC Regeneration & Planning	Will be subject to additional resources.	Dependent on availability of funding.	Work ongoing to establish funding sources.	Not achieved.

BUSINESSES

<u>Proposal</u>	<u>Priority</u>	<u>Who</u>	<u>Funding</u>	<u>When / how</u>	<u>Progress and current position</u>	<u>Proposals Achieved</u>
Attraction of new tourism related businesses with a focus on quality and diversity. E.g. improve awareness of funding schemes/ initiatives	High	HBC Regeneration & Planning	Unknown at present	Building grants and site potential.	Development brief and marketing of Fairground Site.	Ongoing.
Provision of building improvement grants to improve quality of frontages (were available in Conservation Area).	High	HBC Regeneration & Planning English Heritage Private Sector	£272,100 Single Programme and English Heritage funding over 3years.	Ongoing until 2005.	Funding for grants now finished 10 grants (approx) were implemented.	Achieved.
Support for Seaton Traders Association (formal/informal)	Medium	HBC Regeneration & Planning Private sector/ local traders	Possibility of volunteer services.	Subject to support of businesses.	Further work is needed with traders to establish aspirations	Ongoing.
Provide support for businesses to make wider use of ICT, develop network links, & possibly develop web presence (subject to demand).	Medium/high	HBC Regeneration & Planning Private sector/ local traders Hartlepool College of Further Education	Funding secured from ONE North East for town wide scheme.	Hartlepool ICT Partnership. Grants available for ICT equipment & training.	Grant scheme was available town wide, for businesses to fund ICT developments.	Achieved, ongoing.

ACCOMMODATION

<u>Proposal</u>	<u>Priority</u>	<u>Who</u>	<u>Funding</u>	<u>When / how</u>	<u>Progress and current position</u>	<u>Proposals Achieved</u>
Continue to encourage local accommodation providers to join the inspection scheme to become officially rated.	High	HBC Regen & Planning	Some additional funding may be required should subsidies be necessary.	Through HBC/ Businesses	The majority of local hotels are in the town wide Hotel Group and membership of this is dependent on registration in the inspection scheme. None inspected hotels are continually encouraged to join the inspection scheme.	Improvements made, ongoing.
Promotion of accommodation. E.g. via local/ regional press, TV, Internet, brochures etc.	High	HBC Regen & Planning HBC Chief Exec's Dept. Private Sector Local businesses.	Unknown at present.	Ongoing - Subject to resources.	The Hotels Group produce a bespoke marketing information pack that promotes the services provided.	Ongoing.
Development of short break, weekend breaks and package deals. E.g. Golfing weekends, birdwatching weekends, water sports packages.	Med/ High	HBC Regen & Planning Private Sector Seaton Carew Golf Course Hartlepool Marina Tees Barage	Unknown at present.	Need to work with businesses and link to marketing.	Package deals have been worked up through the Maritime Festival, Golf week event, work is ongoing with the Hotels Group to develop these themes further. Saltholme development will also bring new options for marketing.	Achieved, ongoing.
Encouragement of accommodation providers within allocated areas (e.g. conservation area) to apply for building grants to improve their frontages.	Medium	HBC Regen & Planning	Subject to funding schemes available.	HBC / External funders.	Grant scheme has been developed and implemented. Work is ongoing to look for further sources of funding to offer further assistance to traders and property owners.	Ongoing.

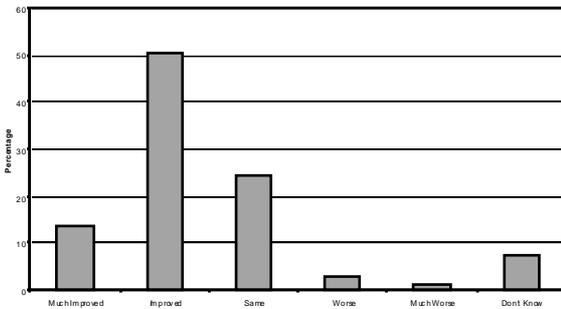
Appendix 3

Consultation Results

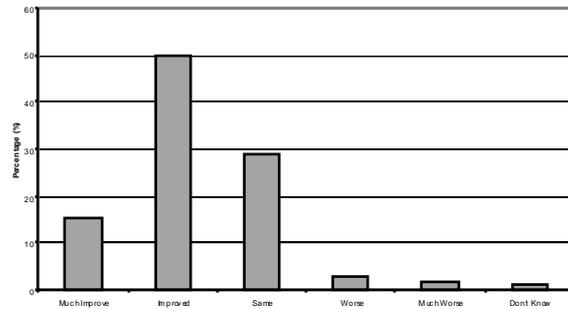
The following information is an analysis of the consultation exercise, the 'other priorities' are the written comments received from residents and businesses.

Beach and Sand Dunes

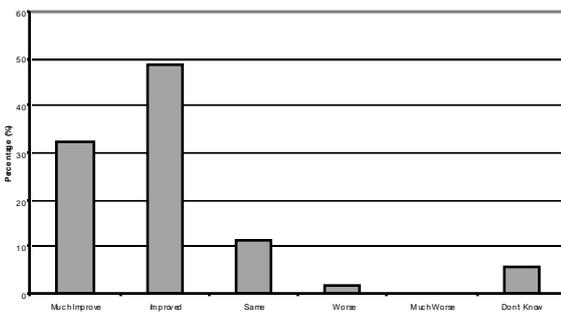
Number of Vehicles on the Beach



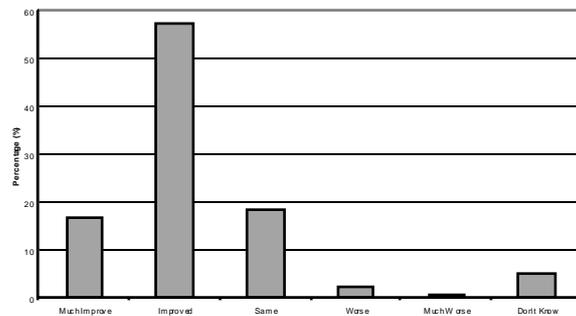
Beach Quality & Cleanliness



Summer Lifeguards



Signage

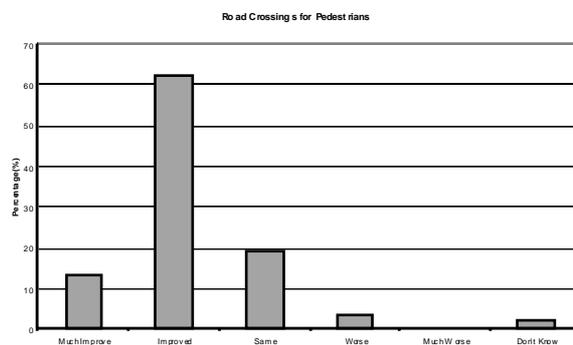
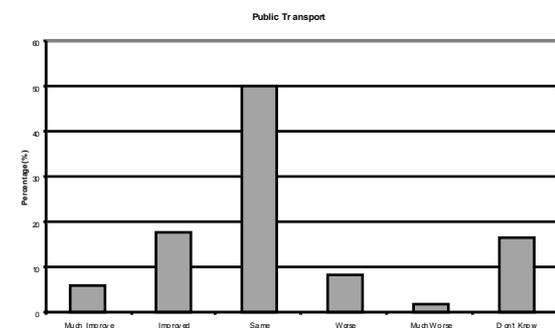
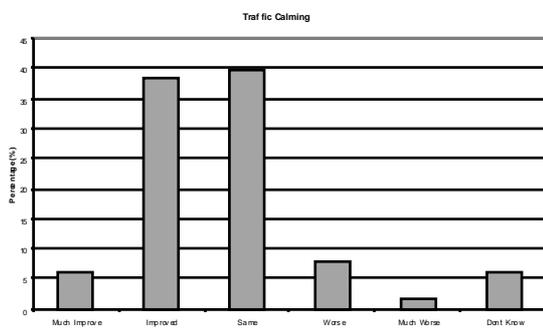
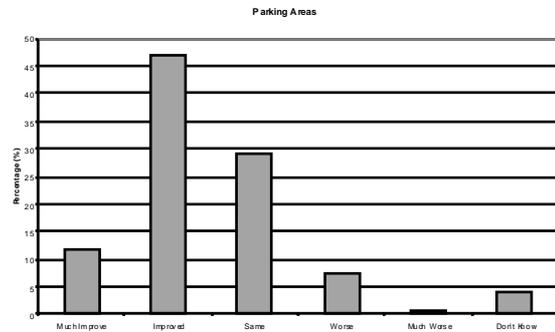
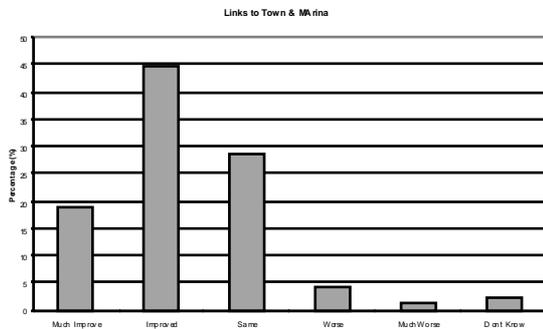


Other Priorities

- Tent & Deckchair Hire
- More interesting history of Seaton signs should be provided - rusty sign holder needs removing near North Shelter.
- Main beach area needs bins (like in Spain etc.) summer season. Also showers for washing off sand.
- Still a lot of damage to dunes.
- Lack of toilet facilities
- Due to sand erosion we now have a pebble beach instead of sand
- More regular cleaning of the beach. In winter beach is littered badly as it is now.
- Could with top four inch of the beach to get rid of all of the pebbles from the North Shelter to the old fairground.
- We must keep them clean: it's a priority.
- You would be better putting more sand back on the beach where the tide leaves a pond over and above the high water mark that part of the beach has been spoiled by taking sand from there.
- I have no problem with sea coal vehicles, they clean the beach, and my problem is with joyriding 4x4 and bikes.
- Clearing bottles, cans and chip shop wrapping needs to be more frequent and litterouts fined.
- Stop boys on motor bikes
- Should have something done about the stones etc Now appears to be more shale, stone etc. What is the good of putting blown sand over the wall when it just gets blown straight back.
- If dogs are banned from the beach, horses should be banned - they cause as much 'dirt' which is not cleaned up.
- The Sea coal people do a good job why do people moan about them? Live and let live.
- Improved access on Station Road - Where is this please?
- More control over dogs and owners using beach during banned months.

- In summer weeks need lifeguards 12 til 8. Weekends need porter cabin until new toilet block is built.
- Both beach and sand dunes should be banned for dogs.
- It was a shame the beach chalets were demolished as they were part of Seaton's heritage.
- No dogs at all on beach.
- No vehicles should be allowed except emergency vehicles
- Vast amounts of stones that shouldn't be there.
- Waste tarmac on entering car park should be improved near sand dunes.
- Motor vehicles completely - accept emergency vehicles
- Toilets
- Dogs not to be allowed on unless mess is cleaned up.
- Perhaps if the sand hadn't been 'cleaned' too much by taking away the larger stones, there would still be more sand to enjoy instead of slimy rocks
- Stop the sea coal wagons. Clean it up moving some of the stones
- North Gate Pier needs work.
- Parking
- What about the old toilet blocks, on the Longscar car park, it's about time they were demolished or landscaped because steps lead down to them, it is full of rubbish, weeds & decay & it is an eyesore.
- Visitor toilets & changing facilities.
- The main beach area is clean, however, the sand dunes and surrounding beach is terribly littered.
- Needs a lot more cleaning up sand dunes end.
- Keep electric bikes & buggies off, stop sea coalers
- The clearing of the beach during the winter has created a dip in the sand by the old fairground, sand needs replenishing.
- Some seating on or near prom would be a help.
- Too many life guards for number of bathers.
- Stronger enforcement of dog fouling beach and litter louts should be addressed.
- Step up another level on the cleanliness & tidiness of the beach.
- The beach in front of the sand dunes is not cleaned and car park behind golf club is disgusting.
- Remove gorse stumps left by English Nature after gorse clearing.
- Need for urgent work on sea defences along promenade, North Shelter etc.
- Barriers to prevent vehicular access never closed, has the council given up on this idea.
- Occasionally effluence on the beach at Newburn Bridge is disgusting.
- Can't see the point of the beach gates they are always open.
- No vehicles on beach.
- Bring back chalets of the donkeys
- Sand surfing competitions, kite flying days, beach safety demonstrations.
- Dog fouling & litter is a problem.
- Beach is very good, keep up good work.
- Dogs to be kept on leads, so as not to foul anywhere, let's face it children love to dig in the sand.
- Public litter on beach/ steps up from beach, bottles, cans and debris
- Keeping the beach clean, free from papers, cans etc.
- Do not over develop; I do not want another eyesore, more gardens & trees not concrete or monsterland.
- Stop erosion of sand dunes - right along the coast - especially West View/Crimdon Beach. Piers - Northgate (work slowly being carried out) Heugh - these are our heritage and character of Hartlepool - the Heugh is a disgrace!!

Accessibility

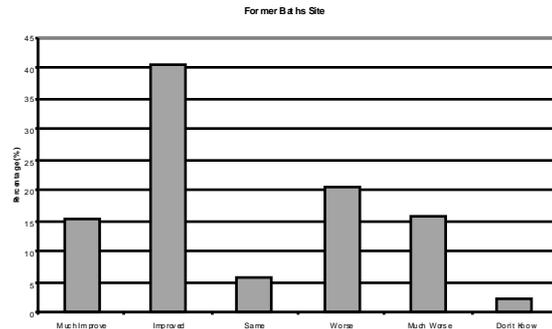
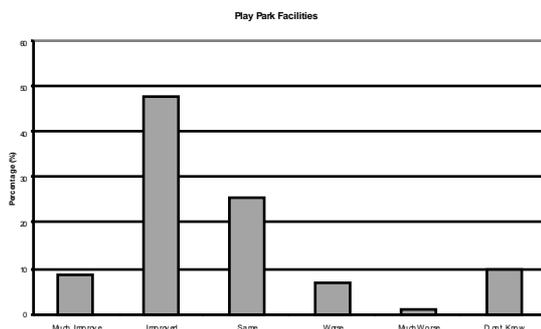
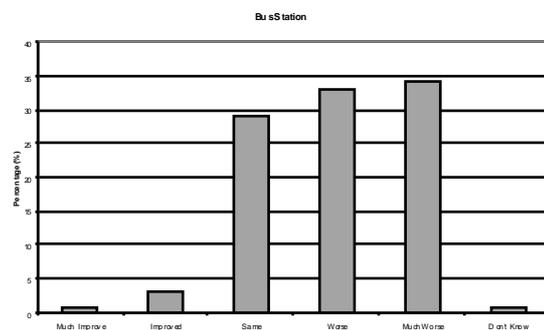
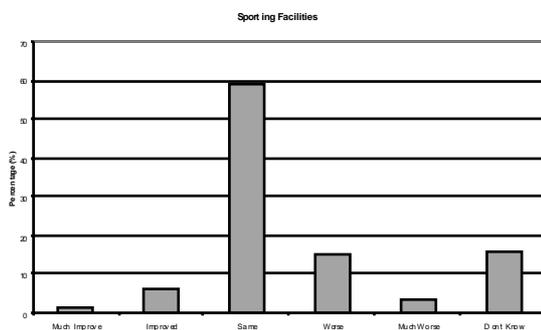
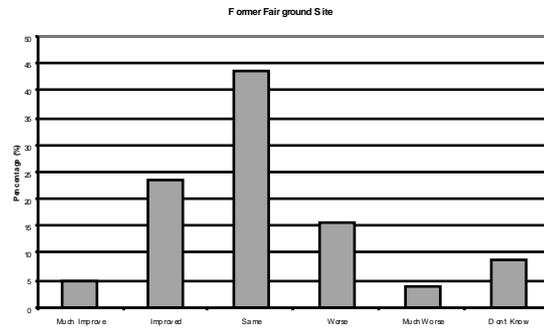
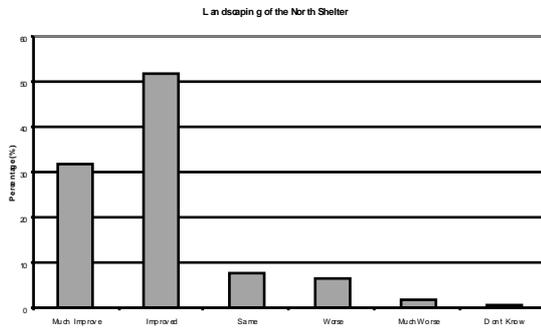


Priorities

- Re: Public transport - more bus shelters needed e.g. across from library.
- Pedestrian crossing near Don Bees, and would help in cutting down on cars, buses, etc. double-parking.
- A late (after 5pm) bus would be nice. It would make sense for the 15 bus to terminate at Elizabeth Way Shops since moving the nearest stop further away down station lane.
- More traffic wardens required to stop parking on Seaton Front illegally i.e. Hatched area in Road on Front Street.
- Traffic calming has only taken place on Warrior Park there should be a community centre built next to the library.
- Less traffic calming could be safer.
- Road needs widening at Coronation Drive car park as traffic has to brake heavily when cars enter or leave car park.
- More 30mph signs from Coronation Drive down through the front.
- It seems pretty good.
- Junction of Station Lane and the front is a nightmare; widen it to allow 'free left turning traffic approaching Station Lane.
- Consideration should be given to having parking charges at the major car parks particularly at peak times.
- Instead of speed cameras on Tees Road Speed bumps should be used.
- Pedestrianise the area between Seaton Lane and Elizabeth way during summer months (May-Sept).
- More parking out of main area. Enlarge Newport Bridge area.

- When corporation buses existed both the service and the cleanliness of the buses were excellent. This is not the case now. The drivers are not such good quality either.
- Pedestrian crossing at Elizabeth Way shops - also at Elizabeth Way shops extend the Car park places by using existing grassed areas. Also have one way system e.g. entrance in Westerdale Road - Exit Elizabeth Way.
- Where are the 2 new bus stops in Station Lane? There was an old bus stop moved 20 yards.
- Speeding traffic approaching Zebra crossing Station Lane/Sea Front not been dealt with. Sleeping Policemen should help.
- Coronation Drive car park is too small and trucks are using it now that the baths area has been developed.
- "On Street" car parking is now a major problem in Seaton Carew and getting worse. Sadly nothing is being done about people parking illegally and cars are just left anywhere.
- Stop cars parking in white 'hatched area' between fish shops and double parking etc.
- More traffic calming from cricket club to shops - excess speed.
- Need bus links to town in 6 weeks more. Need a bus route from Owton Manor to Seaton Carew.
- Cars park outside youth services block when there are spaces closer to it available - I'm a cyclist.
- I think there is a need for further car parks as Seaton does attract (still) a lot of visitors in cars.
- Would like to see a larger car parking areas in the Newburn Bridge areas, on the grass area.
- Crossing at Staincliffe end.
- New car park on Coronation Drive is not in Seaton Carew.
- Most dropped kerbs inaccessible due to parked vehicles.
- No bus to Marina.
- Pathway from Staincliffe to Longscar should have been paved (potholes in tarmac).
- Traffic calming? Where. New Car park on Coronation Drive is not in Seaton Carew.
- Road crossings for pedestrians - not prominent enough.
- Toilets & More Car parks, more trains & buses.
- The decision to relocate the bus stop in Station Lane and put in a zebra crossing was ridiculous. Why wasn't it placed where the bus stop was moved to - meaning that there wouldn't be two bus stops in close proximity and the next further away.
- Reduce traffic calming (aka congestion) increase proper policing.
- Toilets.
- The new car park on Coronation Drive is 'not' in Seaton Carew.
- Should be a road crossing on Coronation Drive.
- Links to the marina need to be finished, stops at the flats then waste ground.
- The Concrete Rd hazard at Newburn Bridge, it's a danger point for motorists.
- Cars double parking around shop area on sea front.
- Speed limits to be reduced further to 20mph from golf club to Marine or pedestrian crossing with traffic lights for public to cross safely. Especially at shops area's on front.
- Poor/absurd parking along roadside within Seaton Village.
- Need more parking areas
- No bus service to marina. No 12 bus to Headland stops at 5pm.
- No public transport to the marina. Station Lane: - 3 bus stops going into Seaton, only 2 going to town.
- Pedestrian crossing and traffic calming urgently needed near Elizabeth Way Shopping area.
- Zebra crossing or pedestrian crossing at Elizabeth Way and parking facilities near nursery and Sports Hall.
- Elizabeth Way near shops needs a zebra crossing for traffic calming. Lots of traffic uses this road for short cuts at speed.
- Traffic calming is a priority for Warrior Drive. Built up area with many children playing & speeding cars.
- Could do with a larger car park, it can be horrendous to find somewhere to park when Seaton is busy.
- Crossing near Elizabeth Way needed, motorists ignore speed limit on Station Lane, don't slow down near Zebra Crossing.
- Town centre gang of kids run wild, all with hoods on.
- I find the bus stop changed in Station Lane have very inconvenienced & difficult. I moved up here from Brighton and specially bought a bungalow 1st in Glentower Grove to be near old stop because of walking difficulties.
- Former fairground site used now parking is a very good car park in size but it is not very clearly marked from the main road.
- Parking area near Newburn Bridge not large enough.
- Traffic calming measures are desperate on Warrior Drive between duck pond and Intrepid Close, this is like a race track now the road is longer.

Developments



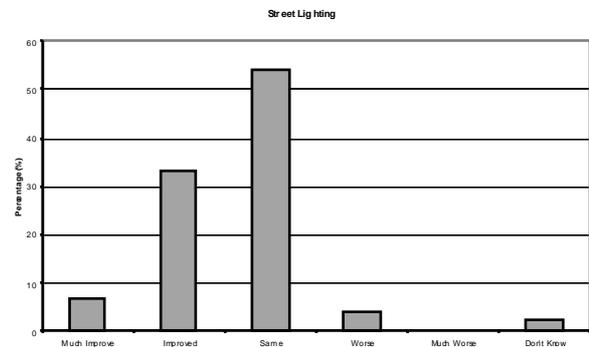
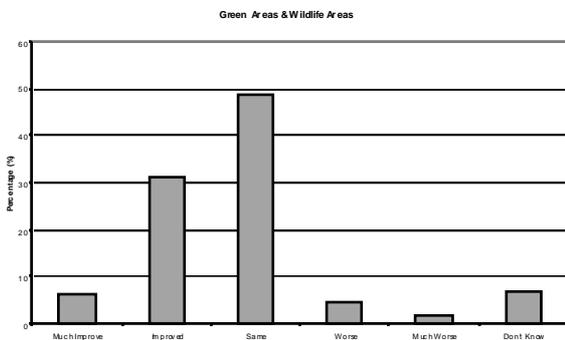
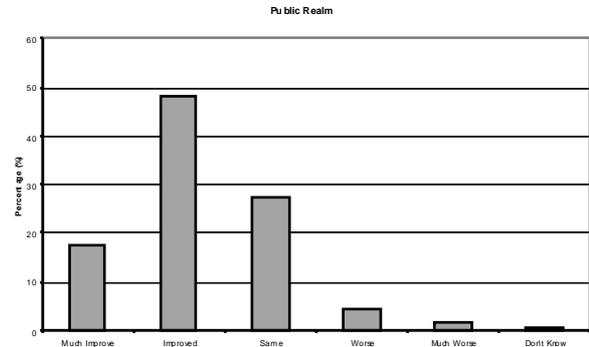
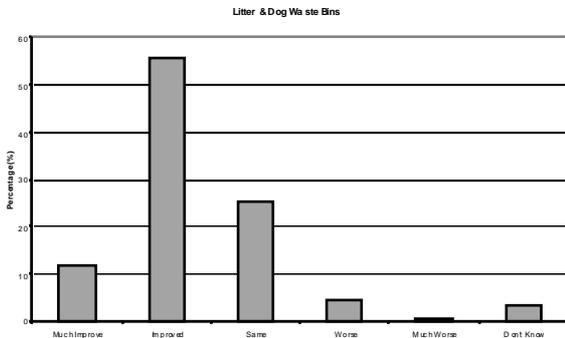
Priorities

- Café/Bar is an absolute monstrosity.
 - Nothing to do for tourists - need boating lake, Jet Ski hire etc.
 - Needs more facilities for children.
 - For people walking to the marina more seats are needed beyond the new seating at Seaton - also more toilets.
 - Longscar Hall - pull it down.
 - Inclusion of land south of Lingdale/ Bilsdale into the Tees Forest. Improvement of factory estate standards along the very disappointing Brenda Road.
 - Tennis courts in park need updating.
 - More toilet facilities as lots of visitors walk from and to the Marina from Seaton Carew.
 - Landscaping at North Shelter not good enough to stop storm damage, sporting facilities "one hall" plus tennis courts
 - Seaton Hotel, Bus Station, Fairground site, Café Royal, knock down Longscar Centre. Less Arcade frontage.
- Another Fairground?? Water Park, retail outlets etc.
- Baths site not in keeping, site full of rubbish now it is in use spoils seafront entirely.
 - Bus station could do with a face lift. Park - all paths through park need doing, it's a disgrace.
 - I feel that the former 'baths site' would have been better kept as an open grassed area. The old 'Bus Station' would be better demolished if it is too expensive to repair.

- Former baths site only been open a month or so and litter on the inside of the railing, a bit like every one said it would be.
- New restaurant (Voodoo) looks more like a wooden shed from Coronation Drive - not impressed with the building.
- Play area in park may be new but is totally inadequate - is far too small and demonstrates much lower investment for Seaton than other areas of the town.
- Bus station and Longscar development is an eyesore when compared to other excellent improvements.
- Seaton park always has a flooded area, turn this into a landscaped pond or boating lake.
- Longscar Hall should be pulled down, why weren't the people on the bath site made to use Longscar.
- Bus station has been totally neglected and is an absolute disgrace.
- Longscar Hall/Coasters are spoiling all of the good work carried out - clean/tidy/paint/improve? Demolish?
- Who would allow a name like 'Voodoo Lounge' to be used?
- Former baths site now made much more unattractive by the addition of an ugly, flat-topped, single-storey wooden hut/café/bar.
- Please don't wait until our lovely Art Deco Clock Tower and bus station falls down. Some remedial work and a coat of paint would be nice.
- Former baths site is an eyesore. The least pleasing building I have ever seen, one of Prince Charles CARBUNCLE.
- Bus stations an eyesore - what is there to attract visitors? Clock tower needs renovation urgently before it's too late and have to demolish it, like North Shelter.
- Seaton Carew Park paths and drainage scruffy and dangerous.
- Toilets not just in Seaton.
- North Shelter has not been landscaped. The new development looks like a garden shed. What about the flooding which occurs regularly in the park, and which is getting worse. Also what about some investment in more flower beds, and some new flowering shrubs - the whole park looks 'tired'.
- Community Room' attached to library.
- Former fairground still needs improvement.
- Baths site - ridiculous name - 'Voodoo Lounge' will not encourage visitors to use facilities - sounds like 'yob' venue.
- Car parks next to bath site. Bus station park.
- The deterioration of the bus station must not be allowed to continue. This is a very important historic landmark at Seaton.
- Improve facilities in Seaton Park, clock tower needs painting, and a priority.
- Allow new fairground to be erected/opened on old fairground site.
- Bus station needs regular paint work. Hope the Voodoo Lounge won't turn into another Coasters.
- Drainage in park.
- Clock tower is in a bad way, ugly hut built on old baths site needs screening.
- Bus station been 'neglected' which is a 'disgrace' for a focal point of Seaton Carew. Park Facilities just smaller than in past.
- Remove eyesore - Longscar Hall.
- Demolition of the 'Coasters' complex.
- Toilet facilities desperate need.
- I like the new restaurant building. It's an improvement on what was there before but the landscaping around it needs improvement. Good to see investment in Seaton.
- Toilets.
- If the North Shelter hadn't been left to deteriorate but had been restored it would have done more to improve 'the front' than the landscaping there now which just looks like a grasses area.
- Who's bright idea was it to build another pub? The bus station before it falls down.
- Bus station requires attention.
- Longscar Building is an eyesore - in a premier position it dominates the seafront - can't anything be done? Bus station is a classic design - it could be so attractive & appealing - Restoration??
- Questions all loaded in favour of minimal improvements.
- It is an absolute disgrace that the bus station still has not been refurbished and is just being left to decay 'this is a priority slightly improvement on nothing, but looks like a petrol filling station without the pumps.
- Clock tower needs painting very badly.
- Longscar & Seaton Hotel.
- Bus station needs improvement. Need sport facilities. Should have another fairground.
- Something definitely needs improving with the bus station and the former fairground. This would enhance Tourism, i.e. Tall Ships.

- Some empty sites are an eyesore. Bus station is in a disgraceful state.
- The new building on bath site is very mediocre & could have been an asset - teens could do with a skate & bike area.
- Toilets - modern & kept clean.
- New building is an eyesore, uninviting and looks temporary.
- Get rid of 'Voodoo sign' on old baths site. The whole thing is depressing or wrong.
- Play park considering how big Seaton is could have been bigger and much better.
- Former bath site development is another eyesore like Longscar Hall.
- Bus station needs a face lift.
- Bus station painted and tidied and clock tower given the same.
- The clock tower is Seaton Carew - I would like to know why it has been allowed to get into the state it is today, if the repairs had been ongoing all these years - as it should have been - it wouldn't now take so much money to put it right. I would like to know - who has been getting paid to look after Seaton Carew - because whoever has - hasn't been doing their job. Nor have the Councillors.
- Bus station & Seaton Hotel frontage require improvement.
- Further landscaping would attract more visitors. Perhaps tree planting along the front.
- Bus station & clock tower to have a major facelift or demolish it. Vandals & Graffiti still active in this area, it's a disgrace. Play park facilities would have been better next to paddling pool area and toilet block next to new development on baths site to be demolished.
- Former baths site, the new restaurant does nothing for the front; it's very dismal to look at.
- Demolish the Longscar Hall.
- Bus stations a disgrace for a central location. Silts the tone for area of village. Baths site - planning gone mad! Cheap build, poor design - an eyesore for the future.
- The clock tower area is an absolute disgrace to Seaton Carew.
- New development on baths site is an 'eyesore' should have been built on Longscar development not promenade.
- More things to do, worthwhile things.
- Path in park to side entrance to Major Cooper Court of no use: could be altered to go to main entrance to front of M.C. Front.
- Boy racers still polluting the area with noise and fumes. Sand now blows through railings onto roads and rouses. Lack of toilet facilities and Clock Tower disgraceful. New pub/restaurant an aesthetic abomination, looks more like a war bunker, the Voodoo Lounge is an AP name for it.
- No goal parking facilities. The clock tower needs priority restoration work and is long overdue.
- Old Longscar Hall site an eyesore.
- Other fairground facilities (other than slot machines) which are under discussion.
- Bus station continues to be an eyesore for all visitors to Seaton Carew.
- Seaton itself if made better it could be a gold mine e.g. skating ring, bowling alley, amusements, boating lake.
- Fairground site still used like a race track, local park water logged dangerous path, loss of toilets at bus station and clock shelter and seats left to decay, don't like the new bar/restaurant and railings at baths.
- Bus station & clock tower requires painting more regularly than at present, gives a poor view of Seaton.
- Prohibit ball games on streets.
- Stockton St bus station to London and holidays, disgrace, look at this Ian Wright, I bet he does not use it.
- Development of the former Longscar Hall which is an eyesore.
- Bus station still needs to be further improved.
- A fresh coat of paint for the old bus shelter aka 'Clock Tower' essential to make visible improvements to the area.
- Bus station & clock tower needs desperately patching up & painted as they look dreadful!
- New restaurants on bath site looks an eyesore & temporary.
- Who paid for the grass to be mown when the Council sold the land!!
- Site next to paddling pool, old night club/pub - Seaton Hotel.

Environment



Priorities

- Lamp post behind Longscar Hall needs to be Street Lights (i.e. High) to stop vandals throwing bricks at them.
- Prevention of scrap burning along Mainsforth Terrace and unpleasant fumes from Hunter House Estate.
- The rear of the former Longscar hall - facing the prom' needs a general tidy up.
- Dog waste still all over promenade, pavements need mending in residential areas.
- Litter and dog bins have not increased on Elizabeth Way plus waste has improved slightly on Brompton Walk, but I have yet to see a warden checking the area.
- Dog bins often overflowing.
- Dog fouling on promenade grassed area and green, east side of park is like a quagmire.
- Need more dog wardens, still a lot of dog dirt. A fine might do the trick, not all dog owners use the poop bins - possibly more posters/ signs warning of fines?
- More dog bins, signs about fouling on every lamp post, more dog wardens, grass needs mowing more often and cuttings need to be cleaned up afterwards.
- seems ok
- Area is quite barren and dull.
- Until inspection and fines are stepped up for litter and dog waste, will continue to be a major problem.
- Still not enough litter bins on path next to golf course, also the people who take their dogs along this path have to carry the doggybags from one end to the other. In the summer all the dog bins are overflowing (empty more often).
- Grass cuttings just left to blow anywhere and possible block drains etc. Why are they not collected to be used as compost?
- Provide more litter bins along seafront walk/ cycling areas and more frequent emptying of litter bins. Shops to take more responsibility for litter created from products they sell.
- To have the grass cuttings in public areas removed and composted and not just left by the corporation to be an eyesore. To have traffic calming measures introduced along the whole of Coronation Drive. Speeding is endemic - even heavy goods vehicles
- Dog waste bins are not hygienic - should be bigger and able to be used without being touch by hand, should also be situated along pavements - not just sea front. People and dogs walk on pavements not just promenade and sea front.

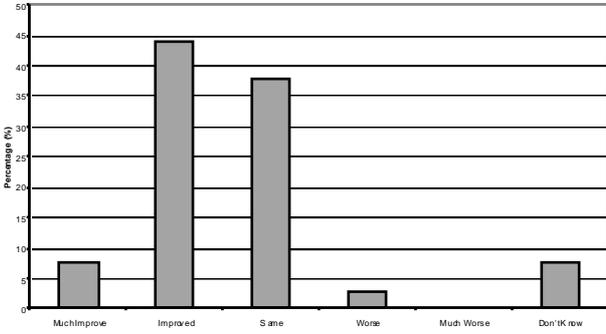
Change grassed areas on pavements to tarmac or paving - grassed areas are messy - especially after being cut and are not looked after.

- Get rid of the ghost ships we are supposed to be raising our profile!!
- Where are the dog wardens? Crawford Street by the school is a disgrace - somebody must know who walks their **large** dog along here, used by school children - what a health hazard.
- Most of the street lighting needs new brighter posts only parts of street received 1 & 2 new posts, they all need new.
- Back street drainage between Allendale Street and Berwick Street. Dangerous potholes in cobbles.
- Street paving still bad in places, and street lighting away from the Front still need improving
- Improve visual aspect of public library. Remove or improve old Longscar Hall Site.
- Remedial work on new pavements i.e. weed/grass were paving meet. More litter bins near coasters pub, esp. at rear.
- The North and South approaches are a disgrace (Coronation Drive, Brenda Road & Tees Road past Tioxide). Newcombes & Able are allowed to get away with 'murder'. Our Environmental and Highways Depts. Fail badly. The hazardous waste dump at Seaton Meadows is an eyesore & due to its close proximity to residential areas is a threat to a healthy environment.
- More bins
- Get tough with dog owners as lots of mess on prom from Newburn Bridge to Marina.
- Stop building on the green areas e.g. Voodoo Lounge.
- Stop vehicles parking on grassed area on the promenade and to have a designated part of the prom for cyclists only similar to that on pavements.
- Dog owners not clearing up after their dogs.
- Dog waste is still a problem along promenade particularly near new car park at Newburn Bridge.
- Paving from Station Lane to Marine Hotel is very slippery (lots of people have fallen).
- Many pavement areas require attention - parking on verges and footpaths should be abolished - hazard for mobility impaired - ploughed up verges are an eyesore.
- Footpaths - slippery flags outside Marine Hotel area.
- Improvements to the shop fronts are beginning to make a real impact. The ground floor of the building near the bus station needs a facelift, the rest of it looks very smart and has made a real impact but the ground floor lets it down a bit. Also the Seaton Hotel could make a good 1st impression if it were externally improved.
- Toilets.
- Need larger litter bins to hold all the chip cartons blowing about, quite often the dog waste bins are left overflowing despite requests to the council men. The pavements and bins were tidied up early morning before the more modern equipment (2 men with barrows).
- Why has money been spent to improve the pedestrian area over on the headland and yet Seaton had to make do with tarmac on the area behind the bus station due to lack of finances. It is all well trying to improve the look of the area but the main 'eyesore' is actually on the main route through the village, namely Longscar Hall.
- Dog waste bins need to be emptied more often. Although I think the dog waste bags are a fantastic idea, I believe you need to have a better way of distributing them. I have only once found one of the pods full. The promenade is still full of dog fouling. I know you are trying to solve this problem but I believe that the promenade should be regularly cleaned.
- Traffic calming on Warrior Park at the duck pond, I see dead ducks daily. Traffic calming in that area would mostly stop this. Entrance/exit Elizabeth Way shops, surely introducing a one way traffic system in the car park would help the traffic problems.
- Move the jobs on Friday nights, catch more dog owners who don't clean up after them.
- More waste bins - current quantity insufficient always overflowing.
- Litter & 'dog waste' bins in particular not enough & none available behind dock tower area and right up to the middle of big car park.
- Emptying bins much more regularly in main areas as they look unsightly.
- Green areas need improving litter & dog waste is still disgusting.
- Need more dog waste bins.
- My main concern is dog waste, although many bins have been provided, people are not using them, I don't feel the fines are being enforced, have yet to see a warden and I am along the sea front daily.
- Lots of rubbish dumped in the dunes, large bins are needed by the sewerage works
- The 'green' could be more attractive. Flower border's etc. and seating.
- Litter is still a massive problem in Seaton especially being the Longscar centre and bus shelter.
- Public bins need emptying more often; dog fouling penalties need to be enforced.
- The tip is an eyesore & is being developed too near to housing. Odors are terrible and rubbish blows around. It is an embarrassment when people visit.

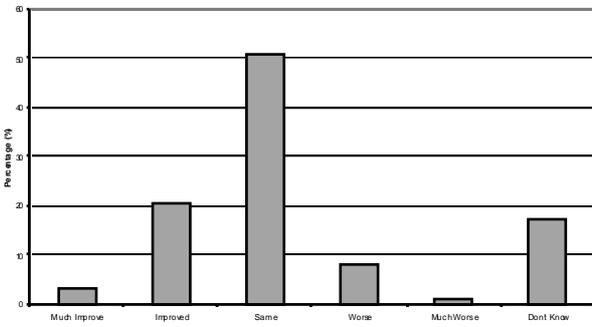
- Seaton Carew Park needs more trees & flower beds & shrubs or encourage wildlife - the park looks nothing as it's just grasses and too wide open. It doesn't draw in people to sit and enjoy the facilities of the area.
- There are no dog waste bins in Elizabeth Way. Bins in car park behind golf club are often overflowing.
- Stop the landfill sites get rid of the ghost ships.
- Promenade flower displays excellent - Business premises (assorted fast food outlets) set very poor example & create litter/ block pavements etc.
- Plenty of litter & dog waste bins but some people don't use them especially on the promenade beyond Newburn Bridge towards the town & Marina.
- Need more flower beds & planting along promenade from Newburn Bridge to North Shelter site.
- Get rid of the chavs and immature trouble causing scoundrels that terrorize Seaton for fun.
- Paving on promenade is much better; most of other paving is very bad for wheelchair users
- Seaton park is waterlogged between play park and Major Cooper Court and the paths need repairing, the archway into the park is used as a toilet. Public prom back of Longscar Hall is now a rat run, this another blot on the landscape, some shops and business premises could do with a face lift. The debris left after the environmental bin, box and bag collectors have been.
- Pond clean up on Warrior Drive has stopped some forms of wildlife. The frogs spawn is virtually all gone. Need to keep an eye on litter.
- Cleanliness of promenade, weeds etc.
- More dog bins.
- Ingleby Rd corner always has dog dirt, rats run at the back of dilapidated building near children's pool, rubbish left behind by rubbish collectors, especially tins, plastic bottles, card and garden waste. Businesses & shop near Church Lane, rubbish from chippies and take away shops.
- Clear pavements and grass verges of cars, we have driveways and pay road tax. Enforce appropriate parking. Place 'no ball games' signs on Pavilion gate lamp posts.
- Dog litter on grass verge outside house in Westerdale, what is done about this after it has been reported.
- Some pavements need repairs but most are very good.
- Need more waste bins on the front near shops & emptied regularly.
- More open spaces & car parking with emphasis on walking & cycling and tree and bush planting.
- Regular deaning/ sweeping of walkway/ cycle path along front needed - especially gutter & drains under walls - has this ever been done?

Marketing

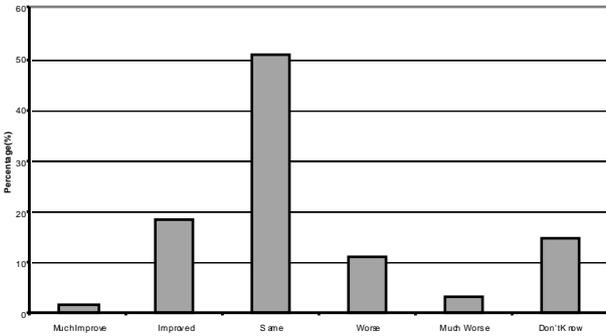
Tourist Information Points



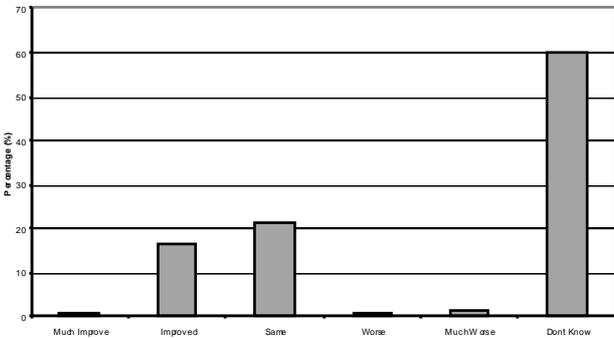
Marketing of Events



Publication of Events to Residents



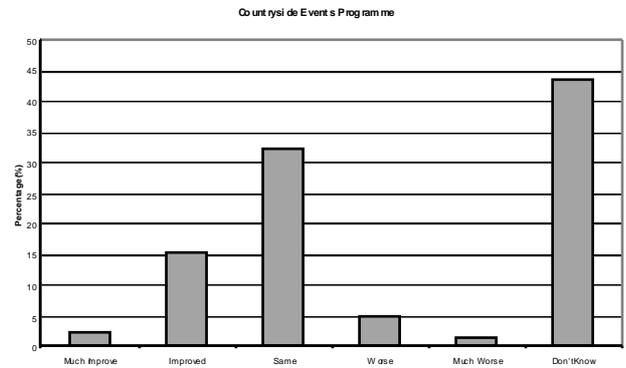
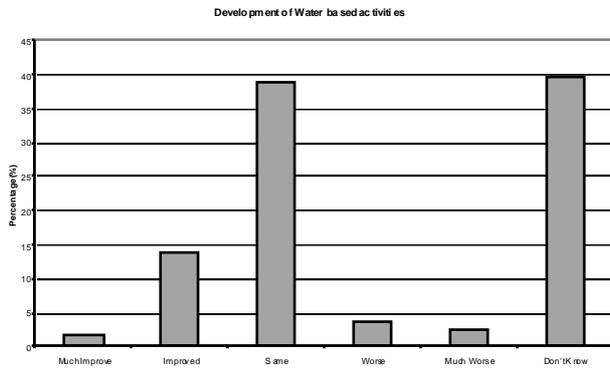
Marketing through 'Destination Harlepool' Website



Priorities

- The old info boards facing the Green need replacing.
- Seems ok
- Information boards on promenade were very interesting but are now destroyed or virtually unreadable.
- Seems to me to be the least improved yet, it is surely vital if the area is to be made ready for Tall Ships.
- What event.
- Despite being a Seaton Carew resident I have never received any information on the publication of events here. Is this because, apart from the Nov 5th fireworks, there are no events in Seaton Carew? NB. We do not buy the Hartlepool Mail - waste of money. But I would hope this is not your only marketing tool.
- How can we expect to attract tourists, with dirty massive Lorries thundering along the sea front and also using Seaton Lane. Having recently been to Newquay - public toilets everywhere, we can not compete - back lanes etc. appear to be only alternative.
- What is there to market?
- What events. Drunks & vandals roam free.
- Before marketing make it somewhere families want to visit At present it's an embarrassment.
- Apart from the Boxing Day dip and Bonfire Night what other events are held in Seaton??
- Room for improvement.
- Have not seen any events publication for residents at all.
- Tidy Longscar Hall area & bus station.
- Motorized 'train' along seafront to marina & back - see comments.
- Shops etc. don't seem to improve as a Seatonian I find most of South Side depressing.
- Not enough marketing communications.
- It's time more was done for the South end of Seaton Carew.
- You need the events to market first.
- Restaurants - the site on the old Longscar Hall want total refurbish or another business to move in. Also the Seaton Hotel wants vital attention - looks tatty and not inviting.
- Seaton needs more spending on improving facilities before marketing, landfill site at Mayfair Centre unsightly and far too near residential property.
- Haven't been much other Bonfire posters & Hartbeat, not enough publicity displayed. Not everyone is on the web.
- Need to have more family events at Seaton Carew, marketing & publication of events needs to be improved.
- Only seen publicity in mail and sometimes too late to make different arrangements.
- Not received any publication of events.
- I've never seen any publications.

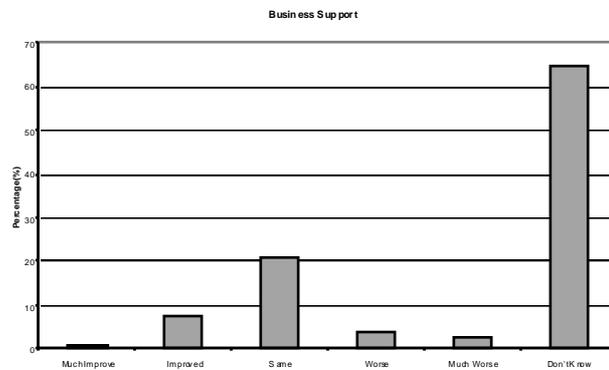
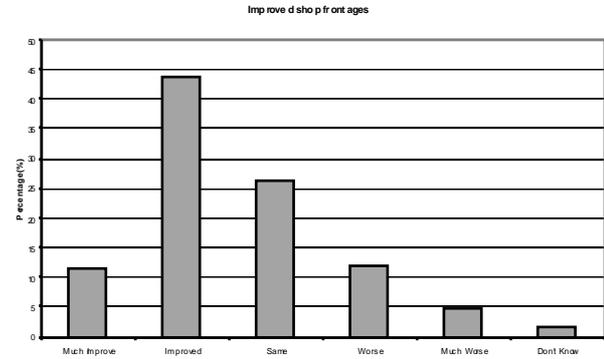
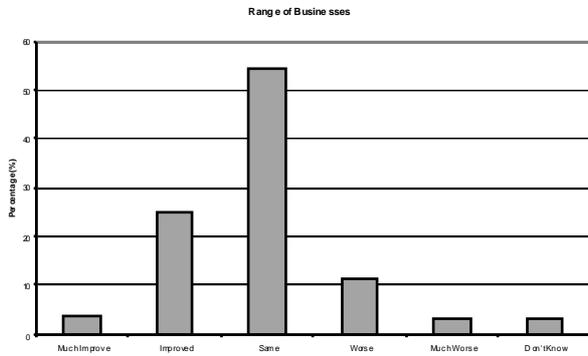
Events & Activities



Priorities

- It is a pity something can not be done with the 'old Longscar Hall' site's a real mess.
- Where are the water based activities? (Surf board only)
- Car boot sales, markets etc. on old fairground site. Bonfire night only regular activity.
- Could do with some where for young people to go for entertainment instead of the arcades.
- More attractions always useful.
- What water based activities?
- Could we have a regular bi-annual festival similar to those held at the Historic Quay?
- The events are targeted at a minority, what is the majority view.
- What events?
- Development of beach based and park based activities for both adults and children.
- Events in park, markets, car boots, and car show etc.
- Other outdoor activities should be encouraged, perhaps organised walks
- Market, swimming baths, go karts.
- Seaton golf club is a private sector the Council can not claim any credit for that.
- What water based activities and countryside events programme!!
- Toilets and transport
- Get something organised for the children and please no more fruit machine parlors.
- What is the countryside events programme?
- Need more activities
- Have not seen events advertised & not seen any water based activities at all.
- Sporting activities are good for the majority but no where comfortable for the elderly.
- Park needs updating for more activities. It's time for a clean up - more waste bins are needed on the front.
- More fishing competitions and North Gare Pier safer to fish.
- Firework display good - not much else happening.
- A few seats round bathing pool for children.
- What events?
- Bring back donkeys - I'd work with them.
- Perhaps more events with teenagers in mind, chess/ concerts/ trampolining/ judo/ yoga/ gymnastics/ art programmes/ social events. Bonfire night is an example of how families enjoy themselves.
- Cannot comment as not aware of any activities, please see note on marketing.
- More family events.
- Nothing for senior citizens.
- Nothing for senior citizens.
- What is there activities.
- Cycle paths are good.

Businesses



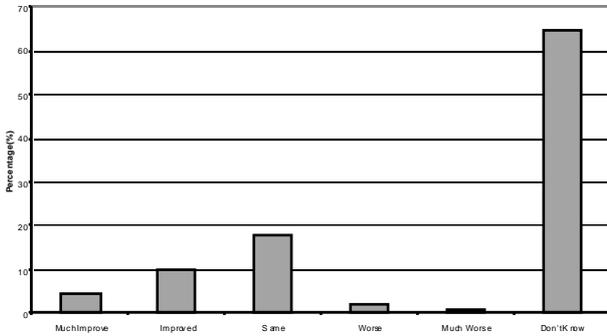
Priorities

- Some of the pavements outside shops need to be kept clean - e.g. very greasy near fish and chips and chewing gum near amusements. Visitors have commented on them. The men clearing litter do a good job.
- Area would improve if a lick of paint once a year (Seaton Hotel, Sultans).
- Tidy up their own surroundings/premises
- The shops on east side of the front are a disgrace. The Seaton Hotel is decaying fast.
- Deal with empty properties and businesses.
- Don't know.
- Longscar Hall is an eyesore.
- Whole outlook is still very stuffy/ and extremely limited range of functions. Old Longscar centre is a wart.
- Most of building fronts need painting.
- Restaurants of the better sort. Butchers- general dealers.
- The site of the old Longscar Hall looks awful it's a pity they didn't re-vamp that instead of building another eyesore on the old bathsite.
- Sea front - not very appealing is it? And our beautiful bus station words fail me - left to decay.
- Some shop frontages have been improved while others have been allowed to deteriorate e.g. Seaton Hotel, Longscar Hall Complex.
- Continued improvement of shop frontages redevelopment of café royal needed.
- There is a distinct lack of cafes - perhaps someone with 'vision' could transform the Longscar Centre into a café.
- Seaton Hotel needs work as it is looking a mess
- Café Royal and Longscar (Coasters) are a disgrace.
- Some businesses improved shop frontages others a disgrace.
- Still a range of businesses and shop fronts need improving.
- Coasters.
- Why is the biggest business (The Longscar) turning into an eyesore - what are you doing about it.

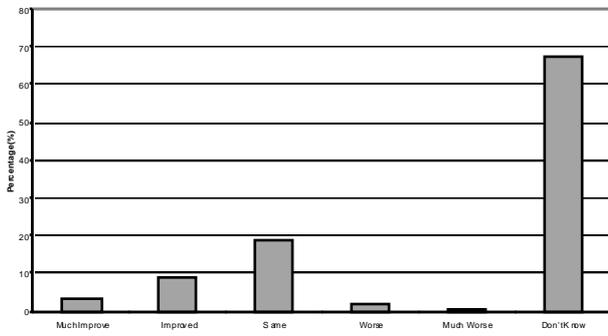
- To concentrate on what to do with Coasters, which is an eyesore and a target for vandals
- Nice to see a new restaurant at Seaton.
- Let fairground site to traveling fair six to eight weeks in summer.
- Improved shop frontages but still empty Longscar site absolute eyesore, café on south end of the front, badly needs a good clean up.
- Action needed on derelict Longscar centre.
- Parking-parking.
- Seaton Hotel & Longscar are a disgrace - pressure should be put on the owners.
- Room for improvements
- Seaton Shop Fronts @ Elizabeth Way & Sea front desperately need to be updated & modernised better parking facilities. Facilities.
- Businesses should keep properties clean & tidy - looks quite 'shabby'! Also should keep pavements outside shops clean & tidy.
- The corner ice cream shop should be compulsory purchased and reused.
- Better premises for viewing and not very attractive on cold days.
- Need a better range of shops.
- Need to attract more diverse businesses not just arcades and chip shops
- Something needs to be done about the Longscar Hall Buildings as they are becoming somewhat of an eyesore.
- It would be better for tourists if all businesses - used pressure washers to clean the pavements in front of their shops etc. They are cheap enough to buy.
- Shop frontages are improved but require further work, i.e. around amusement area & Seaton Hotel.
- Seaton Hotel to be cleaned up - Marine Hotel unimproved, new business on baths site very good - business next to kids paddling pool - demolish it, it's an eyesore or approach new business e.g. Pizza Hut or another similar sort of business.
- Seaton Hotel to be cleaned up - Marine Hotel unimproved, new business on baths site very good - business next to kids paddling pool - demolish it, it's an eyesore or approach new business e.g. Pizza Hut or another similar sort of business.
- Suggest 'official warnings' to motivate owners/improve look of premises - remove unwanted signs
- Most shop frontages are improved but Café Royal and Seaton Hotel could do with the face lift.
- New business needed.
- Make them safe & more nice to work in by escorting groups of troublesome youths away.
- Updating of shop and business fronts is needed especially near Church Lane and empty shop Station Lane, the debris & chewing gum left along the front near takeaways shops and the fun places. Old former Longscar Hall is a disgrace.
- Coasters is a waste and an eyesore, businesses should be made to restore and tidy up business properties.
- Longscar Hall is a disgrace, good work on other side of road.
- Some shabby business fronts, old butcher shop & grocery business in Station Lane needs tidying up, old Longscar Hall building isn't encouraging tourism.
- Still a lot to be done. Re-run down businesses e.g. Longscar Hall, Royal Café.
- They never, dirty fronts on Elizabeth Way.

Accommodation

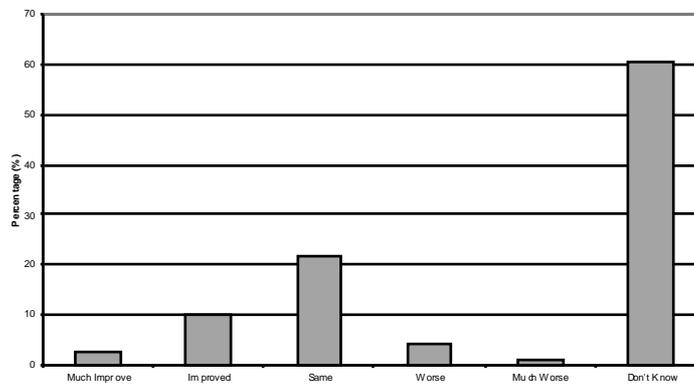
Inspection scheme for hotels



Availability of Short Breaks & Weekend Deals



Promotion of Accommodation available in Seaton Carew



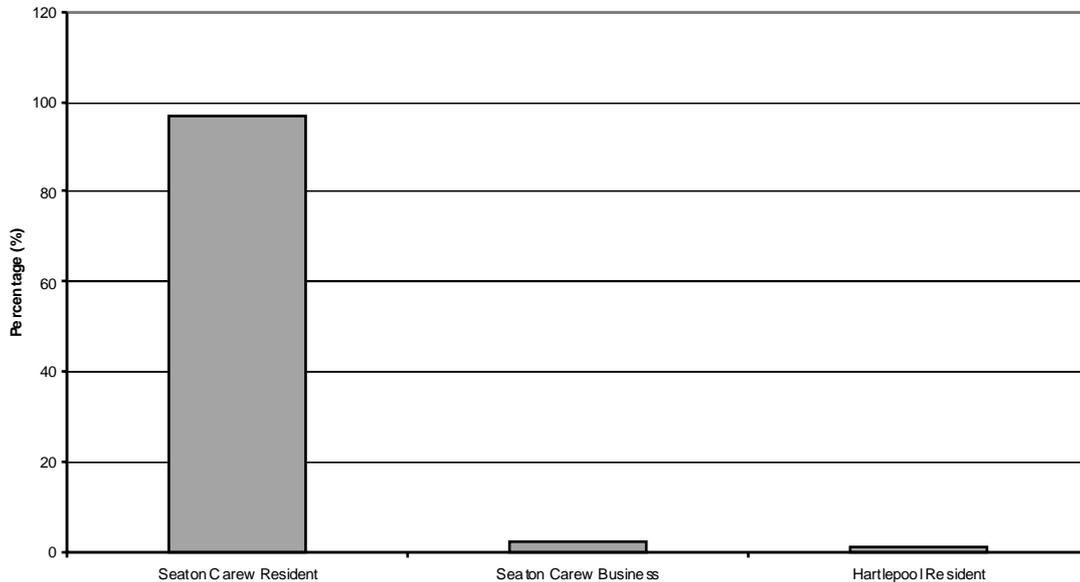
Priorities

- A new hotel and leisure centre.
- Seaton Hotel is an eyesore. Toilets in front room (gents) health hazard. Hotel rooms untidy and shabby.
- More family accommodation needed.
- Seaton Hotel could do with sprucing up and also Longscar Hall made into sporting facilities for young people.
- Don't know.
- Better promotion of deals - where can this information be found - I will inform friends/relatives if available.
- Having had people from overseas stay locally, the choice is limited. No Quality.
- Why isn't Seaton Hotel made to smarten itself up?

- Seaton to be 'cleared up' for the Tall Ships event which is an excellent chance for all businesses to profit and keep Seaton on map.
- What promotion.
- Better standard of meals available. The Marine is ok but not outstanding. The Standiffe promises much but doesn't live up to expectations, most other accommodation seems to be full contractors on BB & EM and I can't imagine any of the menus being exciting.
- As a resident I have no way of knowing this and no way of helping to promote these.
- Availability of short breaks and weekend deals - pointless.
- Seaton Hotel disgusting state - it is a dirty eyesore.
- Seaton Hotel falling into shabby state - can something be done about this?
- Seaton Hotel needs improving.
- Tourists? Perhaps they would enjoy staying in Voodoo the new eyesore which has blocked the sea view, so they always enjoy seeing the long grass opposite, with rubbish, blocks, papers and bottles, something to choose. Eh.
- Must have own secure parking.
- More policing at night for visitors and residents safety. Not safe for anyone to venture out after dark along the front.
- Improved as informed.
- Some hotels need a good clean up. The Seaton Hotel is an eyesore and the entrance in Church St looks to be a safety hazard.
- Inspection definitely needs improvement.
- I saw it advertised in a Tourist Information brochure in Devon.
- People come on day trips but do not seem to come for any length of time.
- Seaton Hotel and opposite what was Café Royal are a disgrace to our village.
- No one will come to Seaton Carew unless something is done about the Longscar Hall. When my husband and I viewed the plans for this building none of those corner bits or extensions were on the model - who gave the owners permission to add these I would like to know - as the mess it is now beggar's belief.
- If I live here not sure why you have included this question.
- I have never seen anything except in Hartbeat, so I have no idea, not everyone buys the mail or gets a free paper.
- These questions don't really apply to residents.
- Seaton Hotel is looking really run down entrance roof is coming away, it is so off putting to look at, I don't even go in.
- Only seen adverts Hartbeat and meal adverts in Mail.
- The old Longscar Hall is a total disgrace. It's just a blot on the landscape.
- Alton Lea Lodge on Green, Sea Front is recommended, excellent, beautifully kept, good service; Seaton Carew has good hotel accommodation.

Demographics & Comments

Questionnaire Completed by..



Comments

- Improvements need to be made to buildings on sea front.
- The attractive flower beds on sea-front and well kept park are a credit to the planners and gardeners. Please note - I did not live in Seaton in 2003, hence 'don't know's'.
- One main point why do the toilets close at five on weekends in the summer.
- "More police on the beat. Greater punishments for offenders", repairs to bus station. We need some colour plants at Elizabeth Way and Tees Road Roundabout.
- Seaton is, of course, much improved over the 40 years I've been here. Mainly this has been done by concreting and building over old industrial land. I would like a softer edge - an extended Seaton Walkway and a planting scheme to remove barrenness.
- Who agreed to the name 'Voodoo Lounge' on the baths site - an inappropriate name for its seaside location?
- Approaches to Seaton are a disgrace due to mud/dust covered roads on both Coronation Drive (Newcomb Site) & Brenda Road Landfill Site (Able).
- The outlook of the development on bath site has no character and is totally bland; Coasters and the Seaton Hotel are a disgrace.
- Rear of Longscar Hall is an absolute disgrace. Red dog bin has no lid so contents are there for all to see!! Excellent start for visitors wanting to walk along the promenade from the car park. Remains of sparklers from bonfire night still behind our eyesore of a bus station. Where are the street cleaners? When is our Rocket House Police Station coming into operation? There are 2 security lights on there 24 hrs a day.
- Generally Seaton Carew is no longer a viable tourist resort, little in the way of entertainment for children or adults for that matter. Too many teenagers hanging about outside arcades, drinking behind Longscar Centre. Car racing in Car Parks.
- I believe that the development of the old baths site was a mistake, also empty and boarded up public houses in the Seaton area are blight to our area and need urgent attention.
- Change the no.12 bus stop, to where the no.1 stops at Elizabeth way shops.
- Well done up to now, but more work is needed to promote Seaton to Tourists, clean up the prom of dog dirt/ litter, overall we are getting there!
- Seaton is a lovely place to live, but the traffic is often too fast from Coronation Drive through the front. The grass is far too long in the summer, beds are beautifully planted then weeds are allowed to grow 2ft tall.

- I am happy to be a 'Seaton Carew' resident. I am also happy for Seaton Carew to retain its village aspect: therefore I am very happy for Seaton Carew to be as 'natural' as possible - but also to be an asset to the town of Hartlepool - our lesser neighbour.
- The main failing that seems to have been ignored is the lack of Public WCs. If you want more visitors this needs to be addressed very quickly.
- Sorry I haven't answered other questions. To my mind the most outstanding problem lies plumb in the village centre. Originally 'Longscar Hall', it is now a monument of decay and a disgrace to Seaton, I'd love to see it demolished.
- It is good to see all the improvements to Seaton Carew but the 'dock tower' oh my, and the deplorable 'Coasters'. Walking along the prom behind coasters is disgusting and depressing, please do something about this monstrosity it detracts from all your good efforts and work.
- As I said, you have spoiled the part of the beach where people picnic by taking sand from it since 1980's, 5pm tide are the big ones and every time you get a pond beyond the high water mark, because you have taken the soft sand away and left hard pack.
- What about doing something about Coasters? What a dreadful site it is.
- I have lived in Seaton for 45 years and the Council seem to improve one part and leave the rest, by the time it arrives for more improvements the first part is looking shabby again.
- More out of hours patrols for dog waste. The conditions of the road and pavement at the entrance/exit at Newcombs in Coronation Drive is an absolute disgrace and also the muck on the road it's highly dangerous in wet weather.
- Where are there improvements for rate payers? Only businesses benefit from grants to improve their properties etc. Any tourist/visitor attractions have been knocked down or paved over.
- Grassed area opposite old baths (new development) needs tidying up, grass cut etc. to improve North approach to Seaton Carew.
- The clock tower is a complete eyesore. The Seaton Hotel and Longscar Hall are an eyesore.
- Demolition of the hideous brick structures (now largely derelict) currently occupying the Longscar Hall site; to open the site to the sea. Speeding through traffic (inc. container Lorries, scrap merchants' Lorries and skips as well as speeding processions of young men in fast cars with blaring music) is a serious nuisance and danger. Why can't HGV's not be diverted so as to avoid Seaton Carew? They do not contribute to the attractions.
- Why do we pay a Mayor to have his picture taken every week and lean on a shovel? I must say Parks and Open Spaces People do an excellent job, the flowers all over the town are always beautiful.
- I have lived in Seaton Carew for 40 years. I could weep when I look at the bus station!!!! And that monstrosity on the Longscar Hall Site, how much longer will they be allowed to decay.
- Some of the shops need spruced up as well as Station Hotel. Transport from Seaton to Marina could be brought in to help visitors take advantage of both resorts, not enough attractions in Seaton Carew alone to keep visitors interested.
- Seaton Park has been badly neglected. Paths etc. dangerous, run down, and patched up makes it look scruffy playground facility inadequate for number of children looking to use it.
- Reasonably priced accommodation for working class people who are the majority of people who visit. Seaton as I knew it is dead on its feet, were it not for the amusement arcades and a couple of cafes there is very little to attract people in.
- Sadly, I do not think that Seaton Carew has moved forward in real terms since 2003. There are some improvements, offset by general deterioration in other areas. The main area of shops on Front Street still looks scruffy.
- The local library would hold and promote public meetings/groups/courses to a greater extent if it had the facilities (it already does this as far as the building allows) Seaton residents deserve more for their Council Tax.
- Stop double parking, middle of road parking near to fish shops. Extra litter patrols later in day especially in the summertime.
- We are & will continue to be a poorly paid area, because of the continuous lack of control over so called 'recycling' dumps in the area - who is attracted to an area with hazardous waste on its doorstep and possible fears about the Nuclear Power Station etc.
- Car park needs to lose two car park spaces next to public toilet so cars don't have to reverse out, make more car parking space next to swimming bath sites.
- Dare not take grandchildren on beach because of menacing dogs. Went on beach once last year and noticed the problem. Also amount of glass is a cause for concern.
- Regarding the promenade - there is no seating available after the marble 'monstrosities' to the Marina. Other Seaside resorts provide plenty of seating along their promenades, so why can't we. There is a lot of work to be done to improve Seaton Carew before the Tall Ships arrive, as we need to promote a good image to visitors.

- Coasters needs to be smartened up or pulled down. Could do with a tea room on from as nowhere to get refreshments apart from fish shops.
- You would think that we don't pay any Council Tax the state of Seaton; it is a disgusting litter village as far as people looking after from the Council.
- Still problems with drunken youths on Friday nights. Police usually conspicuous by their absence.
- Sea front needs a lift. Coasters, Seaton Hotel, corner ice cream shop, dock tower a mess. Bring people to our village. Wet and wild, Sunday market, make people come and want to stay.
- Clock tower - coasters, Seaton Hotel and some shop frontages need improving.
- Seaton Carew is a very pleasant pleasing and clean seaside place; and a very pleasant place in which to live.
- When is something going to be done about Coasters because it is an eyesore.
- I work out of town and people who visit comments are an eyesore! Taken away - North Shelter pulled down - lack of maintenance chalets pulled down, fairground pulled down, and putting green - crazy golf - gone, bus station embarrassingly decaying, Longscar boarded up, replace by what! People who live in Seaton on estates keep houses in good condition. Only need to walk along seafront to learn Council taking taxes and giving nothing back. Maybe it's going to other areas of Hartlepool.
- Seaton needs much improvement to attract tourism, businesses try hard every year to improve the look of their premises but the Council does nothing to attract holiday makers.
- Residents receive lots of flyers advertising local takeaways. I realise events are published in Hartbeat; however flyers promoting local events may produce good results.
- The building on the former baths site is unattractive and has taken up vital car parking space.
- If Seaton Carew is to attract more visitors it is essential that public toilets are available until later in day and also kept to both North & South of village.
- Show the tourists Wainwright Close, Lithgo, Cowley and Hornby Closes, introduce to them all the potholes roads, the pebble pavements which children play on and fall around, haha they say, then they laugh again when the wheelie bins on a windy day falls over lots of fun. Then you can tell a children story about the beautiful gardens ha-ha have to be lifted and lots of pretty flowers given to the funny man with the big kart, Ha-ha. After 30 years on Coronation Drive the pavement between Wainwright Walk and the other end is in such need of replace that a Gentleman with a caliper on his leg and a disabled arm on his left side almost fell on the rough broken pavement from the car just saved by his friend - this needs doing swiftly.
- I think the Council is doing a good job of helping regenerate Seaton Carew. The changes have been slow to start with but it is clearly showing some momentum with the speculative investment at the old baths site and the shop front improvements. The next priority should be the bus station. Keep up the good work.
- Move the private landlord's accommodation for drug, alcohol and ASBO residents.
- Much of the above is probably going on but the publicity is not reaching my household.
- Instead of spending all the Council Tax money on the Marina spend some on Seaton Carew.
- It should be noted that Seaton Carew is patronized by Hartlepool folk and improvements would benefit the not so well off and children.
- Parking off road badly needed, questions all loaded in favour of minimal practical improvements. Policing of cycle lanes - make cyclists use them.
- Although improved we still need extra dog/litter waste bins on improve emptying frequency.
- I acknowledge that there have been quite a lot of improvements in & around Seaton Carew but I feel as stated in my comments, still work to be done. Also I think the north shelter green area below seating could be landscaped better with floral & lawn. At the moment just weeds & rubbish.
- I love Seaton Carew and would like to see more improvements like the dock tower badly needs repairing. If you don't do it soon we will lose it altogether and that would be terrible.
- I love living in Seaton Carew and frequently walk my dogs at the south end of shore & prom. The big car park needs further improvements & beach in front of it is still a total disgrace - why can't it be raked & cleaned!!!
- Overall - Excellent achievements evidences - Thank you.
- Please, please take notice. The pathways in Seaton Park need urgent upgrading and repairs, as some of the pathways lead to a hedge & another to nowhere. The bus station is an eyesore in need of painting and repairing.
- Flowers & gardens have improved and not taken up in full bloom, left longer for public to enjoy. Street/prom cleaners do a really good job (not men in council van who contribute nothing). More fines for litter droppers at shops.
- As a new resident (Nov 2006) I am unable to fill much of this form in.
- Seaton Carew still has some major eyesore buildings - Coasters pub, bus station & Golden Flats Pub. Nothing appears to be getting done about this. They make the area look run-down and very second-rate. Also, come the summer we look forward to gangs of drunken children running riot - as in previous years.

- This harbour Council has 'NO' interest in Seaton Carew and its residents that is why only the top surface is touched and no substance put in place. This council should never have let that tin shed be built on the Old baths site.
- We live in Seaside Resort but is nothing like one when you look at others.
- Former fairground site needs to be altered to stop youths racing in cars. More to the point do something with old Longscar Hall site, it is a complete eyesore and a total disgrace, it needs demolishing and fast! Road layout on warrior park pond area needs attention due to people parking on road to feed ducks or driving in middle of road to look at duck pond. This is an accident waiting to happen. Needs parking area. Also stop HGV vehicles driving through Warrior Park as a short-cut.
- We feel that there has been an improvement in Seaton Carew over the last couple of years, however, there are still many improvements to be made to attract more tourists to the area and the town i.e. the bus station, fairground site, dog foul and shop fronts.
- Should spend a lot more money to bring up to scratch Seaton Town. As it has not a lot going for it as a holiday resort.
- Cycle way is no good when all the cars are parked - bikes go on pavement or going round cars. Parking on pavement makes wheelchair access difficult corner of Elizabeth Way/Station Lane very bad sometimes over low kerbed area.
- Promenade walk needs toilet facilities. As a Seaton Carew resident I would like to know how much bigger the landfill site near the Mayfair is going to get and it seems as though we are being surrounded by landfill sites!!
- In Greece a motorised cabin (made to look like a engine), carries people from the resort of Argassi into Zante Town and back again. This 'train' travels on the same road as cars and buses, however we could use our prom and travel all the way to the marina & back (if required) giving people a chance to see Seaton Carew as well as the marina.
- Sort out the bus/dock station and Crapneck leisure.
- I hope I haven't been too harsh but a lot could be done to make it an attractive resort as once it was great lack of toilets etc. North area could benefit by tea rooms etc.
- Paths to park are very bad, could do with a café for visitors & toilets for visitors.
- Seaton Carew has generally improved for the better, apart from when you reach the paddling pool onwards - 'coasters' an eyesore, as is Seaton Hotel. This area just full of arcades and burger bars. Definitely NOT attractive. Signage a nice idea, but quickly becomes tatty and needs tidying up.
- Seaton is quite popular when the weather is nice but more needs to be done to attract families and it's a shame if the bus station is allowed to deteriorate further as it is a landmark.
- The bus station must be a no.1 priority if anything has to be improved, the whole sea front is a dump if this and Longscar Hall is not improved ASAP.
- Main areas of concern, Longscar Centre, eyesore needs to be developed now! Shops to be re-vamped and shop frontages to be smartened up, old fairground site to be developed now! Don't pat yourselves on the back just yet! A massive amount of work still to be done.
- The Longscar building needs to be demolished. It is an eyesore, safety hazard and drug den!!??!! It drags down the overall perception of Seaton Carew. Walkway between Seaton & Marina is excellent.
- Very much welcome the improvements made to Seaton Carew. However how about improving 'Coasters' and surrounding area??
- I would also like to know why wasn't Seaton Carew highlighted at all in Hartbeat's latest edition. I hope this is an exercise that's going to be listened to?
- We have seen some improvements but there is a great deal left to be done. Main areas of concern are the tip, shop frontages, amusements, Seaton Hotel & bus station.
- Having lived here all of my life I have seen very little has changes in the sea front area. The main area's needing attention are the bus station, the park area and 2/3 businesses need a make over to draw the crowd even more attractive to visit. The vandals are just rearing to all of the good work that does get done, but it doesn't seem that progress is being made. To me it hasn't changed that much in the last 35 years.
- The front of shops - very tatty, no toilets between bus station and marina. Tourists for Tall Ships will not be impressed unless much cleaning, paintwork etc. to be carried out.
- "Redcar" is a perfect example of what Seaton should be. Seaton is full of gambling, one armed bandits, slot machines and the like.
- I would like to say the 'Café Royal' on the corner really needs painting it is an eyesore, also the bus station as it needs painting and lets the front down, the flower beds are very nice.
- Seaton Carew is in need of a general overhaul & requires cash to be spent. Seaton Carew attracts many visitors, but has few amenities.

- The bus station, dock tower & 'Longscar Hall' complex in my opinion let down Seaton Carew for the world, in most cases a lack of paint.
- More toilet facilities along prom. Longscar Hall needs a facelift; most shops need a coat of paint, Seaton Hotel a mess.
- Seaton Carew would be a much nicer place without the Longscar Hall complex and landfill sites at each end of the sea front.
- Seaton Carew is now a residential area - majority of former car parks removed/redeveloped. No useful businesses beyond assortment of fast food takeaways that create 95% of litter & do not serve the residents.
- There is plenty of room for improvement the dock tower and bus station is badly in need of attention. Evenings in the garden amazingly spoiled by boy racers in the sea front car park. Needs to be stopped as this has been a constant irritation for several years.
- Please, please, please get the bus station and dock tower refurbished before it becomes uneconomical to carry out the work (as per the toilet facilities)!
- As written overleaf the Clock tower area is terrible and an embarrassment.
- The Longscar Hall which is now empty and derelict and no maintenance being carried out should be completely demolished as it is an eyesore.
- The clock tower and bus shelter are a disgrace, the seating there is in poor condition. The corner ice cream shop needs a facelift it is not of a good standard we really do need a tea shop. Coasters is an eyesore. All of these problems do not encourage visitors.
- Seaton could be greatly improved.
- I think the only way you will improve Seaton is do away with some of the arcades far too many, also the hostel is an eyesore.
- The clock tower in Seaton Carew is a landmark and of Seatonian Heritage. It would be criminal to knock it down. Please improve the Clock Tower.
- Bus station needs urgent attention - not demolition. Longscar Hall needs demolishing & Seaton front needs regeneration. More bus shelters needed, especially along front from Marine Hotel to Newburn Bridge. A better & improved bus service needed.
- Seaton has improved a little - get the art college or volunteer schemes involved to paint & decorate - do murals! More needs to be done to tackle the reprobates that plague the front because their parents don't care where they are as long as it's not at home.
- Roundabout at Golden Flats. Pedestrians going into Seaton on South side - view of cars going in same direction blocked by tall plants in centre of roundabout.
- Perhaps more accessible Tourist information centre with better opening hours, closing on a Monday isn't conducive to booking concert tickets or tourist facilities for locals or visitors especially those arriving on a weekend, visitors also comment on the pot holes in the side streets in this area, Gill Park Grove for instance. The dog muck still not being cleaned up by dog owners especially in Castleton/ Ingleby Road area.
- Warrior Drive could benefit from speed humps to deter speeding, deaths of wildlife from pond and the possibility of more fatal incidents than those which have already occurred. The parking on Seaton Nursery and Elizabeth Way shops needs to be reviewed. There is lots of land next to Youth Centre which could be made into car park.
- I do not think there is enough to keep visitors here for a day's visit. I.e. maybe a crazy golf should be reintroduced maybe on end of golf course. Toilets should be opened longer & most days for visitors and residents. The park mostly caters for younger children maybe another part can be built on the grass which is usually full of puddles & wasted empty for older children or skateboard ramp or rollerblade etc. A permanent bouncy castle or kiddies rides other than the arcades for when the weather is nice outside. A small lake with motorised boats in park area. Also the old Longscar Hall needs re-opening as a family pub/cafe to sit outside. It's a long time since we had baths/fairground/skating ring/ crazy golf but if we could get something's back - people may visit more if they had time filled in enjoying something.
- I think one of the most important things requiring urgent attention is traffic speeding, especially along Elizabeth Way, traffic from factories taking shortcuts (some at well over 30mph along Elizabeth Way) Lots of school children use this for crossing also.
- Bus shelter requires remediation work ASAP. Longscar Hall building is a disgrace, needs attention as a priority. Traffic calming on Warrior Drive, needs installing.
- In a nut shell Seaton really needs updating, more facilities e.g. toilets, boating lake, skating ring like we had before, amusements, bowling, donkeys, deck chair hire. Stall selling fresh seafood on summer weekends, how lovely that would be.

- More events like Marina Festival, music, skate-boarding competitions, physical activities, to increase use of local park, tennis, basket ball competitions, 5-a-side football etc.
- I have found there are little if none etc. keep fit, various classes everything we need a bus trip into town is necessary. What about a Sunday market in Seaton this has been muted but as usual in Seaton seems to be out on a limb. Where nothing of interest goes on.
- Please do not build any more eyesores such as the 'petrol station restaurant' look on the Baths site - leave the green belt & tidy up wooden posts opposite! Plus N. Bridge side building needs replacing with something more substantial.
- See comment on ball games earlier. Removing cars from verges & pavements would improve both appearance and pedestrian movement with pushchairs etc. Cars with 2 wheels on pavement & the use of access strips on Elizabeth Way as driveways is unsightly and at junctions causes hazards due to restricted visibility.
- I feel that the dock tower should be fully restored as it is a work of art in itself it's a Art Deco, and the only thing in Seaton when fully restored to be of a attraction as it is the only one of its kind. And lots of people get a lot of pleasure sitting in the sun in its shelters. We have so many eyesores in Seaton; let's not let this one go.
- Seaton bus station the worst in England, Stockton Street bus station not one tin of paint, cost very little. Iain Wright look after your town, not climate change, put your Hartlepod first.
- Now living here 4 years in Glentower Grove, from Brighton to be near family. I find Seaton Carew a delightful place and thank you for improvements. No. 1 bus route changed - not good in town. Sea front & park beautifully kept. Everywhere clean in streets.
- 1) Seaton Hotel is an eyesore and needs rapid attention. 2) Seaton bus station needs attention to stop it becoming an eyesore. 3) The Café Royal needs attention to stop it becoming an eyesore. 4) Yobs collecting on the 'front' make it intimidating at night.
- Please take note of the comments given inside, it would be much appreciated.
- Totally against the building of any theme parks and rides and anything that is easily vandalised. Pull down the eyesore next to the paddling pool and enlarge pool and grass areas.
- Toilets - near baths site should be upgraded, more bins available, also dog bins. Walkway/cycle path an excellent amenity - but spoiled by the buildings on the sea side of Coronation Drive! Lights need to be repaired regularly along piers.
- Activities for youths needs to be looked at due to the level of ASB in summer months caused by underage drinking. I'm not aware of any activities in Seaton Carew.

Verbal Comments Seaton Tourism Strategy Update Consultation

30th March and 2 April 2007

- Lights along the promenade behind the Longscar Hall need to be higher, keep getting vandalised.
- Problem of parking in the central refuge area between Don Bee and Newsagents, could traffic island be extended to prevent parking in this area, dangerous for people crossing and causes congestion.
- Cars speed along Station Lane in the approach to the pedestrian crossing and fail to stop at the crossing.
- Paths in the park are in a very poor state of repair and need to be improved.
- Flooding issue in the park on the grassed area immediately behind the children's play area. Also flooding in the area in front of Seaton First School.
- Play facilities in the park are very good but cannot cater for the demand at busy times, play area should be expanded.
- Teenagers gathering in the park in the evening and leave behind rubbish.
- Tennis Courts need to be maintained.
- Dog Wardens should patrol more on the promenade to prosecute owners, and the dog waste bins should be emptied on a more regular basis.
- The signage along the promenade is good but could it not be taken down during the winter when not in use to prolong its life?
- Too many road markings and signage along the roadside on The Front.
- The approaches to Seaton should be improved especially from the south. Seaton Meadows becoming more and more prominent, rubbish on the road (including Brenda Road) and more dust and air born debris blowing across to houses to the North (Elizabeth Way area), this has become notably worse. Could the landfill not be screened?
- Traffic Warden patrols should be increased in Seaton.
- The wild coastal grass seed has not appeared yet on the slope at the North Shelter.
- The facilities that are available in Seaton Carew are geared more towards residents than tourists/visitors.
- Large plastic hot dogs and ice creams cause obstructions to people walking along the pavements. Litter on pavement outside shops.
- Style of bins used in Seaton Carew enable litter to be picked out by birds – should consider using covered bins.
- Some of the light bulbs are gone in the lights along the promenade.