

JOINT CULTURE, LEISURE AND TOURISM AND REGENERATION AND LIVEABILITY PORTFOLIO DECISION RECORD

22nd June 2007

The meeting commenced at 10.00am at the Belle Vue Community Sports and Youth Centre, Hartlepool

Present:

The Mayor (Stuart Drummond), Regeneration and Liveability Portfolio Holder

Councillor Victor Tumilty. Culture, Leisure and Tourism Portfolio Holder

Officers: Stuart Green, Assistant Director (Planning and Economic Development)
Geoff Thompson, Head of Regeneration
Fiona Riley, Regeneration Officer
Jeff Mason, Head of Support Services
Catherine Frank, Neighbourhood Renewal and Strategy Officer

Also Present: Councillor Mike Turner

1. Seaton Carew Tourism Strategy Update *(Head of Regeneration)*

Type of decision

Non Key

Purpose of report

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.

Issue(s) considered by the Portfolio Holder

The Seaton Carew Tourism Strategy 2003-2008 was endorsed by Cabinet in 2003. The vision was to develop Seaton Carew as a centre for tourism and leisure distinguished by quality, diversity and sustainability. The following action themes were developed and the report and associated appendices gave details of the progress made, and public consultation results, in relation to each:

- ? Beach and sand dunes
- ? Accessibility
- ? Developments
- ? Environment
- ? Marketing
- ? Events and Activities
- ? Businesses
- ? Accommodation

Also outlined within the report was the need to maintain progress and access to emerging future funding possibilities by aligning the Tourism Strategy update for Seaton Carew with relevant broader strategies of regional and sub-regional significance such as the Coastal Arc, Investment Plan for the Tees Valley City Region and Regional Spatial Strategy for the North East.

The Head of Regeneration gave a further oral report on development plans for the former fairground site which was referenced within the “Developments” action theme within the Seaton Carew Tourism Strategy. The relationship between this “mixed use” development site and others contained within the strategy was highlighted. This included the possible joint marketing of the site with the adjacent Golf Club, which was seeking to secure improvement to its existing facilities supported from any land sale, and also the opportunity of recycling the capital receipt for the site into the restoration of the bus station – which remained a high priority within the strategy and for residents. A letter was tabled at the meeting which had recently been received from the Golf Club confirming the sum required to replace the relevant facilities and the basis on which the club would be prepared to proceed. The Officer view however was that there was insufficient value in the site to achieve the Golf Club’s stipulations, given the strength of the property market and the approved marketing brief’s requirements for end uses. On this basis the recommended option was to avoid any further unnecessary delay by marketing the Council-owned land only, albeit making reference to the Golf Club proposal within the marketing particulars to potential bidders, and that the Golf Club be informed of this proposed marketing approach accordingly. The Portfolio Holders suggested that consideration also be given to marketing the site in conjunction with other neighbouring sites.

The Assistant Director (Planning and Economic Development) indicated that in the light of this marketing position, officers would be investigating the pros and cons of taking a phased approach to the restoration of the Clock Tower/Bus Station, utilising the existing budgeted resources for a first phase and relying on potential capital receipts and any other external funding for later phases. Such investigations would need to consider such matters as cost effectiveness and any consequences for matching funding applications, as well as timescales.

Councillor Mike Turner applauded the strategy, and options outlined in the discussions for bringing the bus station improvements forward as quickly as possible on, potentially, a phased basis. However he requested that a provisional timetable be prepared in order to assure residents that plans were being put in place. The Assistant Director (Planning and Economic

Development) advised that this would be given consideration by officers and be brought to a future meeting for approval.

Decision

That the progress made in delivering the Seaton Carew Tourism Strategy, the results of the consultation exercise and the remaining resident priorities as identified through the consultation exercise be noted.

That the results of the consultation exercise be publicised to residents and businesses in Seaton Carew and the intention to provide a further report at the end of 2008 or when any further funding opportunities are identified or secured be noted.

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.

That the future marketing of the former fairground site be carried out for the Council-owned land only, not jointly with the Seaton Carew Golf Club, and that the club be informed of the Council's proposed marketing approach accordingly.

J A BROWN

CHIEF SOLICITOR

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