

PLEASE NOTE VENUE

REGENERATION AND PLANNING SERVICES SCRUTINY FORUM AGENDA



Wednesday 23 January 2008

at 3.00 pm

**in the Belle Vue Community, Sports and Youth Centre,
Kendal Road, Hartlepool**

MEMBERS: REGENERATION AND PLANNING SERVICES SCRUTINY FORUM:

Councillors Alison, R W Cook, S Cook, Cranney, Gibbon, Johnson, London, A Marshall,
Worthy, Wright and Young

Resident Representatives:

Ted Jackson, Robert Steel and Iris Ryder

1. APOLOGIES FOR ABSENCE

2. TO RECEIVE ANY DECLARATIONS OF INTEREST BY MEMBERS

3. MINUTES

None.

4. ISSUES RAISED AT NEIGHBOURHOOD FORUMS

**5. RESPONSES FROM THE COUNCIL, THE EXECUTIVE OR COMMITTEES OF THE
COUNCIL TO FINAL REPORTS OF THIS FORUM**

No items.

**6. CONSIDERATION OF REQUEST FOR SCRUTINY REVIEWS REFERRED VIA
SCRUTINY CO-ORDINATING COMMITTEE**

No items.

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6. CONSIDERATION OF PROGRESS REPORTS/BUDGET AND POLICY FRAMEWORK DOCUMENTS

None.

7. ITEMS FOR DISCUSSION

Scrutiny Investigation into Seaton Carew – Regeneration Needs and Opportunities

7.1 Setting the Scene Presentation – *Director of Regeneration and Planning Services*

7.2 Evidence from Portfolio Holder for Culture Leisure and Tourism

(a) Covering Report – *Scrutiny Support Officer*; and

(b) Verbal Evidence from the Portfolio Holder for Culture Leisure and Tourism.

7.3 Evidence from Seaton Ward Councillors

(a) Covering Report – *Scrutiny Support Officer*; and

(b) Verbal Evidence from Seaton Ward Councillors.

8. ISSUES IDENTIFIED FROM FORWARD PLAN.

9. ANY OTHER ITEMS WHICH THE CHAIRMAN CONSIDERS ARE URGENT ITEMS FOR INFORMATION

- i) **Date of Next Meetings: Focus Group Meeting on Wednesday 6 February 2008 at 6.00 pm – venue to be confirmed**
Friday 15 February 2008 at 3.00 pm – Conference Suite, Belle Vue Community Sports and Youth Centre, Kendal Road, Hartlepool

REGENERATION AND PLANNING SERVICES SCRUTINY FORUM

23rd January 2008



Report of: Head of Regeneration

Subject: SCRUTINY INVESTIGATION INTO SEATON CAREW
REGENERATION NEEDS AND OPPORTUNITIES –
SETTING THE SCENE

1. PURPOSE OF REPORT

- 1.1 To provide the members of the Regeneration and Planning Services Scrutiny Forum with a 'Setting the Scene' report which will cover three of the agreed individual terms of reference of the enquiry including:
- i) to gain an understanding of national, regional and sub regional policy in relation to the regeneration of Hartlepool, and in particular Seaton Carew. (covering term of reference (a));
 - ii) to gain an understanding of the key stakeholders/partners involved in the regeneration of Seaton Carew and their roles and responsibilities (covering term of reference (b)); and
 - iii) to consider the scale, range and impact of previous regeneration investment in Seaton Carew. (covering term of reference (f)).
- 1.2 A power point presentation, summarising the detailed report, will be given at the forum meeting.

2. HARTLEPOOL AND SEATON CAREW

- 2.1 Since the decline of the traditional industries in the North East, Hartlepool has undergone a significant restructuring in terms of its economy. Since the last ship yard in Hartlepool closed in 1962 the Hartlepool economy has diversified and fragmented, with subsequent changes in the appearance and perceptions of the town.
- 2.2 The village of Seaton Carew has shared a very similar experience to Hartlepool and their fortunes have been inextricably linked. From its origins as a fishing village through its growth and expansion as an area that people wanted to visit during their free time, to its present day position, Seaton has

also been subject to the same economic and cultural changes. Rising disposable incomes and cheaper and more accessible modes of transport have resulted in fewer people choosing to spend their free time in places such as Seaton. The nature of the tourism activity that remains in these areas has also changed. People are more likely to be day visitors or visiting family and friends and include time spent in Seaton as part of a day of other activities. The weather also has a very strong influence on the number of people visiting. The success of Seaton previously as a popular place to visit was based on its natural assets, a low lying sandy beach with no cliffs allowing relatively easy access and the infrastructure and services to support these assets. This infrastructure included a good rail link (and previous Tram link) and distinctive buildings that provide a lasting legacy that today forms part of Seaton Carew's appeal.

- 2.3 The local result of these global economic changes has been a net decline in the prosperity of the town as a whole. The Index of Multiple Deprivation (IMD), 2007, ranks Hartlepool (including Seaton) the 23rd most disadvantaged district in the country (out of a total of 354), an improvement on the 2004 ranking of 14th most disadvantaged district. The unemployment rate in Hartlepool (5.0% compared to 2.6% nationally in March 2007) continues to be relatively high. The trend however, over the last 10 years highlights that the gap between Hartlepool and the national average has narrowed, although there has been a rise in unemployment in Hartlepool over the last two years. Although in terms of deprivation Seaton ward is not amongst the worst in Hartlepool there are obvious signs of physical and economic decline in parts of the sea front
- 2.4 Nationally these long term changes have resulted in a series of dedicated policy responses as successive governments have acknowledged the need for support and regeneration for the worst affected areas. These initiatives and their impact locally are explored in more detail below.

3. NATIONAL POLICY ON COASTAL TOWNS

- 3.1 There is no specific national strategy or policy framework for coastal towns or coastal communities. This situation is largely based on the premise that coastal towns are too diverse to warrant such an approach and the belief that a one size fits all solution would not be appropriate. There is however, an increasing awareness of the range of issues facing coastal communities, prompted by recent publications such as English Heritage and CABE's Shifting Sands report which focussed on design and image issues; recent press and television programmes focussing on the coast and climate change, and; the emerging Seaside Network of local authorities supported by the British Urban Regeneration Agency (BURA) which shares best practice and highlights issues relating to the regeneration of coastal towns and communities.
- 3.2 Early last year, the House of Commons Communities and Local Government Committee produced a report on Coastal Towns (Feb 2007). This report considered a broad range of social, economic and physical factors including deprivation profiles, migration trends, employment patterns, housing and

environmental issues. The report noted that coastal towns do share many common characteristics including physical isolation, levels of deprivation, ageing populations and similar economic issues. Although these factors are not exclusive to coastal towns, the combination of these and the additional environmental challenges facing coastal towns led the Committee to conclude that there is a need for greater Government understanding and appreciation of the needs of coastal towns. The report did acknowledge, however, that because of the diversity of conditions and needs of coastal towns it would be difficult to conceive of an effective national strategy that could reflect the diversity of local needs and conditions. Following an initial limited response to this report, the Government has recently pledged to set up a cross departmental working group to look at coastal towns including issues which cut across various government departments with a view to developing a more coordinated approach to the challenges faced by coastal communities.

- 3.3 Given that there is no specific national strategy or policy framework for coastal towns and coastal communities, areas such as Hartlepool and Seaton Carew have had to rely on a range of more general policies, regeneration strategies and funding programmes from various government departments, alongside and often in competition with other communities. The main regeneration programmes are highlighted in the following section.

4. IMPACT OF NATIONAL POLICY ON SEATON CAREW

- 4.1 Government regeneration funding began to emerge in the late 1970's with the introduction of the Urban Programme which sought to address the decline of older industrial areas and the effects of economic restructuring of the major industries. This funding was targeted at supporting new business development, upgrading old and servicing new industrial estates, local, environmental schemes and some limited community support. Within Hartlepool this funding was used fairly flexibly to target areas of need and take advantage of investment opportunities particularly within the main employment sites and industrial areas such as Longhill, although Seaton Carew received some funding under this programme towards upgrading of the promenade area between the Longscar Hall and beach access to the north.
- 4.2 From the late 1980's through the 1990's the allocation of regeneration funding became much more prescriptive. The evolution of national regeneration policy led to the emergence of the Urban Development Corporations in the 1980s which were given a broad remit within a clearly focused area to deliver regeneration on strategic sites with a view to achieving high impact change. In Hartlepool the Teesside Development Corporation (TDC) was instrumental in developing the Marina including the Historic Quay and improving adjacent coastal defences.
- 4.3 Alongside these headline investment sites the Government sought to develop broad ranging regeneration programmes which focused not just on the physical aspects but on improving economic and social conditions through training opportunities, improved housing, community safety, education and community support programmes. Initially these were delivered through City Challenge which focussed on the business and residential areas of the town

centre, then the Single Regeneration Budget (Owton/Rossmere and North Hartlepool), and more recently the New Deal for Communities programme (West Central Hartlepool). Specific funding criteria varied from programme to programme but all were characterised to varying degrees by a number of key features including:-

- they were subject to a competitive bidding process;
- they were area based;
- they had to focus on the most deprived areas;
- they needed to attract significant 'match funding';
- they should build on opportunities for investment and regeneration;
- they should be delivered in partnership with the private, public and community sectors; and
- there should be strong community involvement.

- 4.4 Throughout this period whilst Hartlepool as a whole was able to benefit from significant regeneration funds from central government, Seaton Carew received limited support from these sources largely because of the competitive nature of the bidding process and the need to focus on the most deprived areas in order to access these funds.
- 4.5 Seaton Carew did, however, receive some investment during the interim period between the end of the SRB funding programme and the introduction of the new Single Programme regime. During this transition period in the financial year 2001/02, £200,000 of One North East funding was allocated to Hartlepool for investment. The Council decided to take the opportunity to focus this resource on Seaton Carew. This decision was made partly in recognition that Seaton Carew had not qualified for previous regeneration initiatives and also in response to the recognised need for investment in the resort and the opportunity to complement other regeneration activity in Hartlepool. In comparison to regeneration funding targeted at other areas of Hartlepool, this funding was modest in scale but was the first real opportunity to direct regeneration funding into Seaton as there were fewer restrictive criteria and constraints associated with the funding.
- 4.6 This particular spending resulted in the refurbishment of the paddling pool and adjacent seating area, a grant package for business aimed at physical improvements to premises and support for internal modifications leading to new jobs and the installation of a CCTV camera. Although relatively modest in scale the regeneration funding did offer the opportunity to improve visitor facilities and the environment around them (the paddling pool and seating areas) and ensure that residents and visitors were within a safe environment. These principles along with the need to protect the beach and open areas in Seaton that have been responsible for its growth and development were to be built upon with subsequent investment including environmental improvements to the rear of Seaton Carew Bus Station, improvement of the access to the former fairground development site, a new car park to the north of Seaton Carew and the removal of the north shelter and associated landscape scheme the detail of which is included in section 7.

- 4.7 The start of the new millennium has seen major changes in the focus and administration of regeneration efforts nationally and locally. The establishment of the Neighbourhood Renewal Unit as part of the Department for Communities and Local Government led to the development of a Neighbourhood Renewal Strategy. This focuses on areas of deprivation and seeks to narrow the gap between these areas and the rest of the country. A key element of the Strategy is to improve the delivery of local services and working through Local Strategic Partnerships the strategy seeks to produce better outcomes in the most deprived areas in relation to increased employment, better economic performance, reduced crime, better educational attainment, improved health, better housing and greener, cleaner, safer public spaces. Funding has been provided through the Neighbourhood Renewal Fund (NRF) which was established in 2001 and is set to run until March 2008 when it will be replaced by the Working Neighbourhoods Fund. As suggested above, NRF resources are focussed on the areas of greatest deprivation, particularly the 10% most deprived wards nationally. Seaton Carew is not one of these areas. Neighbourhood Element Funding of the Safer and Stronger Communities Fund (SSCF) was introduced in 2005 and is awarded to the areas within the 3% most deprived wards nationally, to improve the quality of life for people living in the most disadvantaged neighbourhoods. One of the requirements of Neighbourhood Element Funding is that it is focused on one particular theme e.g. Community Safety. There are four NAP areas in Hartlepool that receive Neighbourhood Element funding they are Burbank, Dyke House/Stranton/Grange, North Hartlepool and Owton. Seaton Carew is not one of these and therefore has once again not been able to benefit from this mainstream regeneration initiative. Details of the new Working Neighbourhoods Fund are still emerging, but the indications are that this fund may well be even more tightly focussed in terms of target areas and people benefiting.
- 4.8 Around the same time as it was reviewing neighbourhood regeneration the Government was also reviewing its approach to economic investment and development programmes as well as seeking to develop its agenda for Regional Government. The result of this review was the establishment of the Single Programme as the main funding vehicle for economic regeneration and investment with the Regional Development Agencies (One North East in our region) taking the lead in determining priorities and budget allocations.
- 4.9 The Single Programme funding regime is still partly focused on the regeneration of deprived areas but where this differed from previous One North East funding (including SRB) is that it has a much stronger emphasis on securing regeneration through the attraction of private sector investment and the delivery of economic based outputs or benefits. Single Programme also recognised the importance of tourism as an economic driver within the process of regeneration. Single Programme funding is intended to deliver large scale strategic projects that have not just a local significance but a sub regional/regional impact. Single Programme funding is not aimed at the most deprived wards within an eligible area or within a strictly defined geographical area but seeks to build on opportunities and remove barriers to successful economic regeneration.

5 REGIONAL/SUB-REGIONAL INFLUENCES

- 5.1 As is highlighted in the previous section the Regional Development Agency has a strong influence on economic regeneration policy and subsequent allocation of resources. Over the past 8 years or so it has sought to develop and refine regional policies in particular through the Regional Economic Strategy (RES) which was published in September 2006, and its associated Action Plan. The RES provides the framework for the prioritisation of Single Programme resources and projects requiring Single Programme support must demonstrate how they link in with RES priorities. The primary objective of the RES is to deliver sustainable economic growth and improve the performance of the region's economy. To this end, the RES has a clear focus towards prioritising strategic (rather than local) schemes for support, and securing 'hard' outputs relating to job creation, private sector investment and increased GVA (Gross Value Added), which is a measure of an economy's growth. Enterprise development and business support together with improving skills and transformational physical regeneration are key priorities although in the case of the latter, One North East wish to focus on a limited number of core areas.
- 5.2 At the sub regional level considerable energy has been spent over the same period on developing the strategic case for investment in the Tees Valley. The Tees Valley Vision was produced by the five local authorities in association with One North East and English Partnerships and this was followed in 2006 by the preparation of a Business Case for the Tees Valley City Region which set out the case for investment in this sub-region. These documents provided the framework and justification for concentrating investment in 3 core spatial areas across the Tees Valley under the headings Stockton/Middlesbrough Initiative, Darlington Gateway and Coastal Arc, the latter relating to a joint programme of initiatives within Hartlepool and Redcar & Cleveland. These 3 spatial strategies have been included as priorities within the RES.
- 5.3 Although recognised regionally as a priority it has been necessary on a continual basis to provide justification for investment in the Coastal Arc in order to retain its priority status and to demonstrate how it fits strategically within the regional programme. The Council along with Redcar & Cleveland Council have therefore produced a Coastal Arc Strategy which sets out the local investment priorities within the strategic framework. A Coastal Arc Coordinator was appointed jointly by the two authorities to help coordinate activities between the two Councils, to develop and promote the strategy and to lobby the key agencies to help develop and maintain its profile.
- 5.4 The Coastal Arc is an economic initiative with tourism identified as one of the main but not the only economic driver. Within Hartlepool the main regeneration priority areas are identified as the 'Hartlepool Quays' and the Southern Business Zone. Hartlepool Quays comprises Tees Valley Regeneration's flagship regeneration site at Victoria Harbour, the marina, the town centre and the historic Headland. Investment in the Quays will create a regionally significant critical mass of facilities that will hopefully provide the catalyst for creating new demand and stimulating further investment. The

Southern Business Zone covers the main industrial areas to the south of the town including Queen's Meadow Business Park where opportunities also exist for major investment.

- 5.5 Seaton Carew is also included within the Coastal Arc and is highlighted within the Tees Valley Investment Plan (which sets out in broad terms the Tees Valley partners' proposals for Single Programme investment over the next few years). Although the contribution that Seaton Carew offers locally is acknowledged, One North East has expressed some reservations about the strategic benefits that the resort offers to the regional economy.
- 5.6 In response the Council has drawn on recommendations included in the Hartlepool Tourism Strategy which was produced in 2004. The Tourism Strategy acknowledges the important role the marina and Hartlepool Maritime Experience have to play in the development of Hartlepool's and the regional tourism economy, and recommends that these and the broader Hartlepool Quays should be prioritised for future investment. The strategy also expresses the need for the Hartlepool tourism 'offer' to increase its 'critical mass' of activities and attractions in order to help increase the length of visitor stays and consequent spending in the local economy. Seaton Carew, along with the Headland, was identified as having a potentially important role to play in helping increase this critical mass of attractions. Seaton Carew is therefore being promoted as part of the overall Hartlepool tourism package.
- 5.7 Following on from the recommendations of the Hartlepool Tourism Strategy a specific study was commissioned which looked at the feasibility of developing a high quality gelateria within an iconic new building which would add to the attractions of Seaton Carew. The study concluded that such a facility on its own would have marginal viability and if it was part of a wider development scheme, it would have a better chance of success. The study will be made available to potential developers as part of the broader marketing of land at Seaton Carew, illustrating the kind of impact that additional indoor visitor attractions could have.
- 5.8 It is within the above context that recent and future investment in Seaton Carew should be viewed.

6. SEATON CAREW TOURISM STRATEGY

- 6.1 As identified above the first significant opportunity for Seaton Carew to benefit from regeneration funding came with the establishment of Tees Valley Partnership in 2000 and year 1 of Single Programme funding in financial year 2002/03.
- 6.2 A legitimate area for development and investment through the Single Programme was tourist related project expenditure. Given Seaton's previous development history with regard to tourism then investment to support the remaining tourist activity could be justified and used as a basis for developing some further Single Programme based funding. The Single Programme Investment also provided the opportunity to use this resource to access other

funding and act as a lever to attract additional funding, including Heritage Lottery Funding and European INTERREG resource.

- 6.3 Given that this was the first real opportunity to invest significant regeneration funding in Seaton Carew over a period of time a co-ordinated approach was required. In order to bring together the needs and aspirations of the existing residents and businesses and justify the Single Programme investment the Seaton Carew Tourism Strategy was developed to help to guide the future regeneration of Seaton.
- 6.4 The development of the Tourism Strategy was guided by the Seaton Carew Renewal Advisory Group ((SCRAG) which comprises local businesses, residents and councillors) and extensive public consultation. The substance of the themes therefore was made up of series of incremental, realistic and achievable actions based on the results of the consultation process.
- 6.5 The public consultation undertaken to inform the strategy included:
- A questionnaire that was delivered to all Seaton Carew households in order to help prioritise the key issues in Seaton;
 - Two workshops and a public meeting;
 - A public exhibition of issues and ideas raised was displayed at Seaton library;
 - The draft document was also circulated to all related public and private organisations within Hartlepool; and
 - A Seaton Carew Business survey was also undertaken to specifically gauge the views of the business sector.
- 6.6 The overall aim of the strategy was to both maintain and improve the appeal of Seaton Carew to its visitors, investors and the local community through improving the quality and diversity of the built and natural environment. The benefit of improving the tourist industry can be wide ranging, including enhanced employment opportunities, new business opportunities, improved visitor satisfaction and therefore spend; and the strengthening of the local economy. The by-product of this approach is the maximisation of Seaton Carew's strongest assets which are its culture, history and its attractive location.
- 6.7 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.

6.8 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 proposals and likely sources of funding

6.9 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

6.10 The Tourism Strategy therefore provided the basis for guiding investment over the period of the plan (2003-2008). The strategy identifies eight themes that reflect the important determining factors in the revitalisation of Seaton Carew. The implementation of the actions within each of these themes will cumulatively contribute towards enhancing the visitor offer and environment in Seaton.

6.11 In addition to guiding the regeneration resources, the strategy also provided a framework that would enable the concentration of existing expenditure within Seaton Carew to areas that had been identified as a priority.

7. INVESTMENT ASSOCIATED WITH THE SEATON CAREW TOURISM STRATEGY

- 7.1 Within the period of the Tourism Strategy a number of projects and initiatives have been developed and delivered to address some the priorities within the strategy.
- 7.2 £2m was invested between 2002 -2006 in Seaton Carew from various funding sources including Single Programme, Heritage Lottery Fund, HBC and Interreg funding. *Please see table 1*
- 7.3 There were several larger regeneration projects including the Heritage and Economic Regeneration Scheme (HERs), Seaton Carew Renaissance, and Seaton Carew Tourism Development. These projects were based around improvements in the built environment in Seaton, both the public space and the privately owned properties, both of which had been identified as needing improvement. The basis for this type of improvement work was to deliver an improvement in the quality and appearance of the main commercial area in Seaton. Improving these elements of Seaton Carew would have benefits for the existing businesses, residents and visitors and make the area more attractive for anyone looking to set up a business or invest in the area.

8. IMPACT OF REGENERATION FUNDING IN SEATON CAREW

- 8.1 The cumulative effects of the targeted regeneration projects and other mainstream investments made in Seaton Carew have been considerable. The Seaton Carew Tourism Strategy was updated in 2007 and the progress made against each individual proposal was measured. A further consultation process was then undertaken to assess how this progress had been received by residents and to identify what the remaining priorities are for those living and working in Seaton. As the strategy was intended as a framework for the regeneration of Seaton, the progress made against the detailed proposals will help to quantify the progress that has been made in addressing the concerns of residents and businesses and the impact of the most recent regeneration investment.
- 8.2 Appendix 1 includes the updated action tables from the Tourism Strategy. These tables provide the detail of the progress that has been made and shows where resources and effort is still required in order to achieve the remaining proposals and aspirations. A summary of the progress is included below:
- 8.3 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.

8.4 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.

8.5 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. More recently private sector led investment has seen the refurbishment of the Seaton Hotel. Other development opportunities are referred to in a report that is going to cabinet in the very near future, a verbal update will be provided at the meeting.

- 8.6 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 achieving this is ongoing. A funding bid was submitted to the Heritage Lottery Fund (HLF) in 2005 however it was subsequently withdrawn on HLF advice. Research into alternative sources of funding for the work has continued and it has been agreed that the capital receipt from the sale of the former fairground site will be fed into the restoration of the bus station. It was envisaged that this could provide complementary funding for a HLF bid however it was clear that the sale of the land would be a long term solution. The bus station remains a high priority and it has become clear that the structure continues to deteriorate therefore a more immediate resource needed to be found to prevent further problems. HBC have identified £150,000 from the Strategic Capital Resources and Asset Programme to undertake fundamental structural and decorating works to the building to help sustain its future and improve its overall appearance. High priority is also still given to the public toilet facilities in Seaton Carew; and will be addressed by the Hartlepool Public Toilet Strategy.

- 8.7 The development of the RSPB reserve at Saltholme, (although not in Hartlepool) could also have a positive contribution to make to the Seaton economy as visitors to Saltholme may also include a visit to Seaton Carew as part of their day visit to the bird reserve.

8.8 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 (see Table 1). 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.

- 8.9 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. The Golden Flatts pub has been demolished following action by the group and the interest of a developer.
- 8.10 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. Other sites within Seaton along the railway line are also being targeted, including the landfill sites at Sandgate Industrial Estate where a screening and tree planting programme has been agreed.
- 8.11 Marketing
Seaton Carew is included in town wide promotional material and features on the 'Destination Hartlepool' website. At present there is no stand alone promotion or branding for Seaton Carew, 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. The role of marketing is to be explored specifically at future scrutiny meetings.
- 8.12 Events and Activities
A programme of events organised by the Council and its partners 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.
- 8.13 Businesses
Approximately 10 commercial properties within Seaton Carew have received grant funding to enable them to improve their shop frontages (see table 1). 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.

8.14 Accommodation

The majority of local hotels are members of the Hotel Group which is supported by the Economic Development section; 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, but there is still scope for further improvement.

8.15 An extensive consultation exercise was undertaken to inform people of the progress made against the strategy. Questionnaires were circulated to every household and business in Seaton and a number of consultation events were also held. 182 completed questionnaires were returned during the 3 week consultation period.

8.16 To summarise the update, 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 that were identified that residents and businesses thought were very important including the bus station and clock tower and the Longscar Centre.

9 FUTURE FUNDING AND INVESTMENT OPPORTUNITIES

9.1 Future regeneration needs and opportunities will be the subject of later meetings of this Scrutiny Forum. This current report has set out how past funding sources and opportunities have evolved and how the Council and its partners have responded both at a strategic and local level. In summary, the Single Programme is the main source of external public regeneration funding. To qualify for this fund projects need to be strategic in nature and demonstrate that they are contributing to regional priorities. Arguing the strategic case for Seaton Carew is becoming increasingly difficult. In future Single Programme support is less likely to be given towards purely environmental, public realm projects and instead should be used to support private sector developments on major sites.

9.2 The main future investment opportunity in Seaton Carew is the Seaton Sands site (comprising the car park, former fairground site and land behind Seaton Bus Station) for a mixed-use tourism-led development. Cabinet has previously considered reports relating to the marketing of this site. There may however be scope for a broader scheme which would make it more strategic in nature. The Council owns the site immediately to the north of the Longscar Centre which is allocated in the Local Plan for commercial and recreational facilities whilst the Rocket House car park site may also have a role to play in facilitating broader development proposals. Whilst there are potential issues relating to other land ownerships, overall car parking requirements and

coastal defence issues there may be potential to look at opportunities within this broader area.

- 9.3 In terms of other investment opportunities, Cabinet will shortly be considering a report on how to derive maximum benefit from Council owned assets in Seaton Carew. The report highlights a number of relevant needs and opportunities which have emerged from various studies and discussions. These include opportunities for social housing, improvement of community facilities and enhanced primary care facilities for the benefit of the resident community as well as tourism development opportunities referred to above.
- 9.4 Other potential financial resources are also being explored including funding announced by the Department for Culture Media and Sport in December 2007 for seaside resorts, that will be led by the Commission for Architecture and the Built Environment. It is intended that these opportunities will be explored in greater detail later in this scrutiny process.

10. RECOMMENDATION

- 10.1. Scrutiny Forum are requested to note the contents of the report.

Project	Year/Lifetime	Aim/Description	Funding
Hartlepool HER Initiative	2002-2004	The aim of this project was to enhance the heritage of Seaton within the conservation area. This was done through a grant programme for businesses along The Front, for businesses and improvements to the public realm in these areas including street furniture and paving works.	Single HBC/L English Private
Seaton Carew Renaissance Phase II	2003 – 2005	This scheme was a continuation of the work achieved under the HERs scheme. Further grants for businesses to improve their properties and frontages and further works to the environment including upgrading pedestrian crossing points, parking areas, junction improvements, linkages etc.	Single Private Local A
Coastal Seaside Award	2004-05	This project was aimed at obtaining the Seaside Award for Seaton Carew, including improving and monitoring the quality of the bathing water and beach environment, enhanced beach safety and the establishment of beach safety facilities, enhanced tourist interpretation and signage, tighter controls of vehicular access to the beach and the commissioning of consultants to undertake a foreshore management plan.	Single ERDF HBC
Seaton Carew Tourism Development	2004-06	This project was aimed at improving the area around the Bus Station and to improve access to the Seaton Sands site as well as the demolition and landscaping of the North Shelter site.	Single Europe

Table 1 – Single Programme and Associated Investment in Seaton Carew.

7.1 Appendix 1 – Tourism Strategy Action Tables and Progress

BEACH AND SAND DUNES					
<u>Proposal</u>	<u>Priority</u>	<u>Who</u>	<u>Funding</u>	<u>When / how</u>	<u>Progress and current position</u>
Reduce access of unauthorised vehicles to the sand dunes, through obstacles, signage and policing. Revise existing by laws 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. Long term, phased approach.	Barriers have been put in place - one of the barriers has been left open.
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.
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 £20,000 per annum additional resources required. Possible Sports Lottery support.	Need LA support. Premises required.	There is a summer Lifeguard provision in Seaton Carew.
Regular maintenance of beach walls.	Low	HBC N'hood Services	Maintenance funding available.	Ongoing.	Ongoing, undertaken by Councils engineers as part of their duties.
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.
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.
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.
Tourism Information Unit	Low	HBC Comm Services	Additional resources required.	Subject to resources.	This has not been achieved, future priority.
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.

7.1 Appendix 1 – Tourism Strategy Action Tables and Progress

ACCESSIBILITY					
<u>Proposal</u>	<u>Priority</u>	<u>Who</u>	<u>Funding</u>	<u>When / how</u>	<u>Progress and current position</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.
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.
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.
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.
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.
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.
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.	Town wide signing strategy was completed in 2007 with improved signing to Seaton and improved amenity signing (Mayfair, Driving Range, Seaton Church etc)
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.
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.
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

7.1 Appendix 1 – Tourism Strategy Action Tables and Progress

DEVELOPMENTS					
Proposal	Priority	Who	Funding	When / how	Progress and current position
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, consideration now being given to consider other council assets and sites in Seaton.
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 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. HBC has identified funding for structural works and decoration at Bus Station. Remains a high priority.
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.
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.
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.
Improve public toilet facilities along front.	High	HBC Neighbourhood Services	Dependent on scale.	Subject to resources.	Subject to the Hartlepool Public Toilet Strategy. 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.
Resident friendly development of former baths site (attraction of private developer).	Medium	Private Sector	Unknown at present.	Subject to market demand.	Development completed on the former baths site – restaurant(s) and bar.
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, final report expected early 2008. .

7.1 Appendix 1 – Tourism Strategy Action Tables and Progress

ENVIRONMENT					
<u>Proposal</u>	<u>Priority</u>	<u>Who</u>	<u>Funding</u>	<u>When / how</u>	<u>Progress and current position</u>
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.
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.
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 in 2007. Further applications for next year are currently being co-ordinated. A new 'Quality Coast Award' is being considered.
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.
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
Introduction of local litter fines.	Medium	HBC Neighbourhood Services	Unknown at present.	HBC town-wide scheme.	This has been done, litter fines are enforced.
Improve green areas.	Medium	HBC Neighbourhood Services	Additional funding required.	Subject to funding.	Improvements have been made to the park and the green areas along the seafront.
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.

7.1 Appendix 1 – Tourism Strategy Action Tables and Progress

MARKETING					
<u>Proposal</u>	<u>Priority</u>	<u>Who</u>	<u>Funding</u>	<u>When / how</u>	<u>Progress and current position</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 has been installed.
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 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.
Enhance promotion of Seaton Carew through Hartlepool/ Tees Valley marketing campaigns.	High	HBC Regeneration & Planning HBC Chief Executives Department Local Press & television	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
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.
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.

7.1 Appendix 1 – Tourism Strategy Action Tables and Progress

EVENTS AND ACTIVITIES					
Proposal	Priority	Who	Funding	When / how	Progress and current position
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.
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.
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.
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.
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.
Working with local groups to develop attractions.	Medium	HBC Community Services Seaton Carew Renewal Advisory Group	Unknown	As necessary	SCRAG still meeting as and when needed, membership has been opened up to strengthen group.
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.

7.1 Appendix 1 – Tourism Strategy Action Tables and Progress

BUSINESSES					
<u>Proposal</u>	<u>Priority</u>	<u>Who</u>	<u>Funding</u>	<u>When / how</u>	<u>Progress and current position</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 of Seaton Sands site has been completed further sites may also now be considered to determine further development opportunities.
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 3 years.	Ongoing until 2005.	Funding for grants now finished 10 grants (approx) were implemented.
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
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.

7.1 Appendix 1 – Tourism Strategy Action Tables and Progress

ACCOMMODATION					
<u>Proposal</u>	<u>Priority</u>	<u>Who</u>	<u>Funding</u>	<u>When / how</u>	<u>Progress and current position</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.
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.
Development of short break, weekend breaks and package deals. E.g. Golfing weekends, bird watching weekends, water sports packages.	Med/ High	HBC Regen & Planning Private Sector Seaton Carew Golf Course Hartlepool Marina Tees Barrage	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.
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.

REGENERATION AND PLANNING SERVICES SCRUTINY FORUM

23 January 2008



Report of: Scrutiny Support Officer

Subject: SEATON CAREW REGENERATION NEEDS AND OPPORTUNITIES – EVIDENCE FROM THE AUTHORITY'S PORTFOLIO HOLDER FOR CULTURE, LEISURE AND TOURISM – COVERING REPORT

1. PURPOSE OF REPORT

- 1.1 To inform Members of the Forum that the Portfolio Holder for Culture, Leisure and Tourism has been invited to attend this meeting to provide evidence in relation to this Forum's ongoing investigation into 'Seaton Carew's Regeneration Needs and Opportunities'.

2. BACKGROUND INFORMATION

- 2.1 Members will recall that at the meeting of this Forum on 6 December 2007, the Terms of Reference and Potential Areas of Inquiry/Sources of Evidence were approved by the Forum for this scrutiny investigation.
- 2.2 Consequently, the Authority's Portfolio Holders for Regeneration and Liveability, Neighbourhoods and Communities and Culture, Leisure and Tourism have been invited to provide evidence to the Forum in relation to their views on 'Seaton Carew's Regeneration Needs and Opportunities'.
- 2.3 The Forum is asked to note that arrangements have been finalised for the Regeneration and Liveability Portfolio Holder to lead Cabinet input on this issue, with involvement from the Neighbourhoods and Communities and Culture, Leisure and Tourism Portfolio Holders subject to their availability. As such, arrangements have been finalised for the Regeneration and Liveability Portfolio Holder to attend the meeting of Forum on the 15 February 2008 and discussions are underway with the Neighbourhoods and Communities Portfolio Holder regarding his attendance at some time during the future.
- 2.4 During this evidence gathering session with the Authority's Culture, Leisure and Tourism Portfolio Holder will be available to provide his views on this issue and it is suggested that responses should be sought to the following key questions:-

- (a) What is your role and responsibility in relation to the regeneration of Seaton Carew?
- (b) How effective do you feel past regeneration activities have been in Seaton Carew and what do you feel are the major regeneration needs and opportunities for the area in the future?
- (c) What provision is there within the Council's strategies and plans for the regeneration of Seaton Carew?

3. RECOMMENDATIONS

- 3.1 That Members of the Forum consider the views of the Portfolio Holder for Culture, Leisure and Tourism in relation to the questions outlined in section 2.4.

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BACKGROUND PAPERS

The following background paper was used in the preparation of this report:-

- (a) Report of the Scrutiny Support Officer entitled 'Scrutiny Investigation into Seaton Carew's Regeneration Needs and Opportunities – Scoping Report' Presented to the Regeneration and Planning Services Scrutiny Forum on 6 December 2007.

REGENERATION AND PLANNING SERVICES SCRUTINY FORUM

23 January 2008



Report of: Scrutiny Support Officer

Subject: SEATON CAREW REGENERATION NEEDS AND
OPPORTUNITIES – EVIDENCE FROM SEATON
CAREW WARD COUNCILLORS – COVERING
REPORT

1. PURPOSE OF REPORT

- 1.1 To inform Members of the Forum that Seaton Carew's three Ward Councillors have been invited to attend this meeting to provide evidence in relation to this Forum's ongoing investigation into 'Seaton Carew's Regeneration Needs and Opportunities'.

2. BACKGROUND INFORMATION

- 2.1 Members will recall that at the meeting of this Forum on 6 December 2007, the Terms of Reference and Potential Areas of Inquiry/Sources of Evidence were approved by the Forum for this scrutiny investigation.
- 2.2 Consequently, Seaton Carew's three Ward Councillors have been invited to this meeting to provide evidence to the Forum in relation to their views on 'Seaton Carew's Regeneration Needs and Opportunities'. During this evidence gathering session it is suggested that responses should be sought to the following key questions:-
- (a) How effective do you feel past regeneration activities have been in Seaton Carew?
 - (b) What do you feel are the major regeneration needs and opportunities for the area in the future?
 - (c) How would you like to see the Council involved in the regeneration of Seaton Carew in the future?

3. RECOMMENDATIONS

- 3.1 That Members of the Forum consider the views of the Seaton Carew Ward Councillor in relation to the questions outlined in section 2.2.

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