

PLEASE NOTE VENUE

REGENERATION AND PLANNING SERVICES SCRUTINY FORUM AGENDA



Friday, 22 February 2008

at 2.00 pm

in Marine Hotel, Seaton Carew

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

3.1 To confirm the minutes of the meeting held on 23 January 2008 (*attached*)

4. ISSUES RAISED AT NEIGHBOURHOOD FORUMS

None

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

None

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

None

PLEASE NOTE VENUE

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

None

8. ITEMS FOR DISCUSSION

- 8.1 Corporate Plan 2008/09: Proposed Outcomes And Actions – (*Director of Regeneration and Planning Services and Assistant Chief Executive*)

Scrutiny Investigation ‘Seaton Carew – Regeneration Needs and Opportunities’

- 8.2 The Marketing of Seaton Carew :-
- (a) Covering Report – *Scrutiny Support Officer*; and
 - (b) Presentation by the Principal Economic Development Officer (Tourism)
- 8.3 Evidence from Hartlepool's Member of Parliament (MP)
- (a) Covering Report – *Scrutiny Support Officer*
 - (b) Verbal Evidence from Iain Wright, MP for Hartlepool

9. ISSUES IDENTIFIED FROM FORWARD PLAN

None

10. ANY OTHER ITEMS WHICH THE CHAIRMAN CONSIDERS ARE URGENT

ITEMS FOR INFORMATION

- i) Date of Next Meeting 28 February 2008, commencing at 2 pm in the Marine Hotel, Seaton Carew

REGENERATION AND PLANNING SERVICES SCRUTINY FORUM

MINUTES

23 January 2008

The meeting commenced at 3.00 pm at Belle Vue Community Sports and Youth Centre, Hartlepool

Present:

Councillor: Shaun Cook (In the Chair)

Councillors: Kevin Cranney, Steve Gibbon, Michael Johnson, Gladys Worthy, Edna Wright and David Young.

In accordance with Paragraph 4.2(ii) of the Council's Procedure Rules Councillor Mary Fleet attended as substitute for Councillor Ann Marshall

Resident Representatives:

Ted Jackson and Iris Ryder

Officers: John Mennear, Assistant Director (Community Services)
Andrew Golightly, Principal Regeneration Officer
Derek Gouldbum, Urban Policy Manager
Joan Wilkins, Scrutiny Support Officer
Denise Wimpenny, Principal Democratic Services Officer

Also Present: Councillor Victor Tumilty – Portfolio Holder for Culture, Leisure and Tourism
Councillors Cath Hill and Mike Turner, Seaton Carew Ward Councillors

68. Apologies for Absence

Apologies for absence were received from Councillors Steve Alison, Rob W Cook, Kevin Cranney, Frances London and Ann Marshall.

69. Declarations of interest by Members

Resident Representatives Ted Jackson declared a personal and non-prejudicial interest in minute numbers 74, 75 and 76 as secretary of Seaton Carew Golf Club and Iris Ryder in minute numbers 74, 75 and 76 as a property owner in Seaton Carew.

70. Minutes

None.

71. Responses from the Council, the Executive or Committees of the Council to Final Reports of this Forum

None.

72. Consideration of request for scrutiny reviews referred via Scrutiny Co-ordinating Committee

None.

73. Consideration of progress reports/budget and policy framework documents

None.

74. Setting the Scene Presentation *(Director of Regeneration and Planning Services)*

The Urban Policy Manager and Principal Regeneration Officer presented the report, a summary of which was provided in a presentation setting the scene for the Forum's investigation into Seaton Carew Regeneration needs and opportunities.

The presentation included details of the following as set out in the report:-

- National Policy and its impact on Seaton Carew
- Regional and Sub Regional influences
- Local Policies – Hartlepool and Seaton Carew Tourism Strategies
- Seaton Carew Tourism Strategy
- Recent investment and impact on Seaton Carew
- Future investment opportunities

A brief summary of funding projects was provided, as outlined in the report which included Hartlepool HER Initiative, Seaton Carew Renaissance Phase II, Coastal Arc Seaside Award, Seaton Carew Tourism Development. The Single Programme was the main current source of external public regeneration funding. To qualify for this fund projects needed to be strategic in nature and demonstrate that they were contributing to regional priorities. Arguing the strategic case for Seaton Carew was becoming increasingly difficult. In future Single Programme support was less likely to be given towards purely environmental, public realm projects and instead should be used to support private sector developments on major sites.

The main future investment opportunity in Seaton Carew was likely to be the Seaton Sands site which was identified for a mixed use tourism-led development. Cabinet had previously considered reports relating to the marketing of this site. More recently, potential scope had been identified for a broader scheme which would make it more strategic in nature and more likely to attract private sector interest and potentially Single Programme support. The Council owned the site immediately to the north of the Longscar Centre which was allocated in the Local Plan for commercial and recreational facilities. In addition, the Council owned Rocket House car park site, to the south of the Longscar Centre may also have a role to play in facilitating broader development proposals. Whilst there were 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.

In terms of other investment opportunities, Cabinet would shortly be considering a report on how to derive maximum benefit from Council owned assets in Seaton Carew. Other financial resources were also being explored including funding announced by the Department for Culture Media and Sport in December 2007 for seaside resorts. It was intended that these opportunities would be explored in greater detail later in the scrutiny process.

Following the conclusion of the presentation the following issues were raised:-

- Views were expressed around the design of the recent traffic calming measures introduced recently with one member expressing concerns around safety and questioning the level of consultation around the specific measures introduced.
- Concern was expressed about the overall impact of subsidies and grants awarded to local businesses. Discussion ensued in relation to the reasons for low levels of take-up of grant funding by commercial properties. Members were advised that the availability of such grants was mainly advertised through word of mouth and direct contact with businesses, however, the current property market and individual businesses' financial circumstances had contributed to the low levels of take-up.

Members were of the view that ways of improving the take up of grants needed to be investigated further.

- Reference was made to the success of the fishing competition which was held for a number of years. Members emphasised the need to re-evaluate the value of such past events and explore the re-introduction of these types of organised events as a means of attracting investment to Seaton Carew and providing visitors with something to do. The types of events/activities suggested included the provision of radio road shows and the promotion of the area's cultural heritage.
- It was suggested that partnership working between the Council and the

Golf Club to maximise the benefits of this facility was required. Members were advised that the marketing of Golf Week and other promotional opportunities would be discussed at a future meeting of the Forum.

- In relation to developing events and activities that complement and utilise existing infrastructure, a Member queried whether the types of events/activities considered could include skateboarding, ice-skating facilities and yacht racing. The Urban Policy Manager advised that one of the main purposes of this investigation was to identify appropriate regeneration needs and opportunities. It was apparent from the views expressed by the Forum and in other consultations, such as the review of Seaton Carew Tourism Strategy, that the need to make Seaton Carew an all year round attraction had to be a priority and that during the marketing process of the sites, these types of facilities would be explored.
- Particular concern was expressed regarding the lack of private investment in Seaton Carew and the relative lack of public funding. It was accepted that Seaton Carew did miss out on some public funding as was set out in the earlier presentations particularly because Seaton Carew did not meet the primary funding criteria of having high levels of deprivation. It was noted that whilst considerable work was undertaken by the Council to publicise Seaton Carew's position as a cultural and historical asset more needed to be done as part of the process to attract increased private sector investment. Although it was recognised that a lot of private sector investment was going unrecorded, with £300,000 spent in recent years
- In contrast to the problems identified emphasis was also placed upon the need to acknowledge the positive aspects of Seaton Carew visitor experience, including the promenade, the beach and facilities available at the golf and cricket clubs.

Recommendation

That the contents of the report, be noted and discussions be used to assist the Forum in completing the scrutiny investigation.

75. Seaton Carew Regeneration Needs and Opportunities – Evidence from the Authority's Portfolio Holder for Culture, Leisure and Tourism *(Scrutiny Support Officer)*

As part of the Forum's ongoing inquiry into the regeneration needs and opportunities of Seaton Carew, the Portfolio Holders for Regeneration and Liveability, Neighbourhoods and Communities and Culture, Leisure and Tourism had been invited to attend the meeting to provide evidence in relation

to their views. Due to prior commitments, the Portfolio Holders for Regeneration and Liveability and Neighbourhoods and Communities were unable to attend today's meeting of the Forum and would be participating later in the process.

The Chair welcomed the Portfolio Holder for Culture Leisure and Tourism to the Forum. The Portfolio Holder reported that whilst it was not envisaged that the number of visitors to Seaton Carew would increase to the levels previously experienced, Seaton Carew had one of the safest beaches in the country which should be enjoyed. Emphasis was placed upon the importance of the development of a regenerated Seaton Carew and as part of such a strategy the Portfolio Holder suggested that the following activities/facilities should be explored:-

- (i) The utilisation of bunting;
- (ii) Improvements to traffic calming measures in accordance with community feedback;
- (iii) Development of a 'multi-use' centre;
- (iv) The use of the bus station for the provision of visitor information;
- (v) Exploration of the introduction of tourist buses at weekends from Seaton bus station to transport families between attractions within the town, including the Headland and the Maritime Experience and improving linkages with Saltholme International Nature Reserve. This could include the extension of the route for the 'Badger' bus; and
- (vi) The provision of portable ice rink facilities around the paddling pool area.

Discussion ensued in which the following issues were raised:-

- Emphasis was placed upon the importance of exploring a range of regeneration opportunities including opportunities to replace or upgrade existing community facilities. However where replacement was proposed the importance of securing replacement facilities before demolition of existing ones was emphasised.
- Concerns were reiterated regarding the condition of the Longscar Centre and the negative effect that its appearance had on the overall appearance of the area and the attraction of developers. It was suggested that a possible way forward would be for the local authority to take over the building, although indications were given that work was being undertaken with the buildings current owners to improve the appearance and condition on the building.
- Some concern was expressed regarding the demise of the bus station and clock tower.
- The need for investment in additional cycle routes to extend from the Powerstation (Tees Road) to Saltholme was also raised. The Portfolio Holder stated that rights of way issues would need to be further explored.

- Members supported the Portfolio Holder's suggestion to provide a tourist bus and suggested that it should be explored as part of the future regeneration of Seaton Carew.
- Regarding the absence of evening entertainment for visitors to Seaton Carew, it was suggested that live music events should be provided. A Seaton Ward Councillor queried the appropriate venue for these types of events. It was considered that the Mayfair Centre could be utilised with improvements to pathways to encourage walkers to this area.
- It was suggested that camping facilities should be provided as there were currently no camping facilities from the Sunderland to Whitby coastline. It was suggested that the feasibility of utilising the Mayfair Centre for camping provision be further explored.

During discussions the Forum welcomed all of the suggestions made and was to look into them during the course of the investigation.

Recommendation

That the comments of the Forum, be noted and discussions be used to assist the Forum in completing the scrutiny investigation.

76. Seaton Carew Regeneration Needs and Opportunities – Evidence from Seaton Carew Ward Councillors (Scrutiny Support Officer)

As part of the Forum's ongoing inquiry into the regeneration needs and opportunities of Seaton Carew, three Ward Councillors had been invited to attend the meeting to provide evidence in relation to their views.

A Seaton Carew Ward Councillor acknowledged the problems associated with regional development funding and highlighted that although some funding had been allocated for repairs to the bus station and clock tower additional funding was required. Seaton Carew had suffered some decline over the years and within the general philosophy emphasis needed to be placed upon the maintenance / improvement of the existing infrastructure and undertaking what was achievable. The importance of sustaining improvements made was also highlighted. It was suggested that regeneration of Seaton Carew should focus on the following issues :-

- Improvements and safety to the beach and promenade;
- Coastal erosion problems;
- Current views be preserved with no major developments north of Station Lane;
- Longscar Hall – ensure this building does not deteriorate any further and result in an eyesore;
- Retain open space to encourage walking on either side of Coronation

- Road;
- Other assets ie, Golf Club, Cricket Club and churches – provide assistance with securing funding;
- Effective management of foreshore. The departure of the Foreshore Manager had been a great loss and it was felt that the co-ordinating of activities along the whole foreshore (from the Headland to Seaton Carew) was a priority;
- Provide assistance to businesses in centre of Seaton Carew and encourage the development of a new Business Association within Seaton Carew;
- More regular meetings of SCRAG to include businesses and community leaders;
- Ensure existing community facilities were preserved and improved;
- Explore the possibility of enhancing facilities in the park; and
- Encourage businesses and residents to work together.

During discussions the Forum welcomed all of the suggestions made and was to look into them during the course of the investigation, with particular support expressed for the need to preserve and enhance the facilities and activities that are already in Seaton Carew. Also, the idea of the benefit of small incremental, but effective, improvements.

Recommendation

That the comments of the Ward Councillors, be noted and be used to assist the Forum in completing the scrutiny investigation.

SHAUN COOK

CHAIRMAN

REGENERATION AND PLANNING SERVICES SCRUTINY FORUM

22 February 2008



Report of: Director of Regeneration and Planning Services and
Assistant Chief Executive

Subject: CORPORATE PLAN 2008/09: PROPOSED
OUTCOMES AND ACTIONS

1. PURPOSE OF REPORT

- 1.1 To provide the opportunity for the Regeneration and Planning Services Scrutiny Forum to consider the proposed outcomes and actions for inclusion in the Corporate Plan 2008/09.

2. BACKGROUND INFORMATION

- 2.1 The Government introduced the Best Value regime as part of its programme to modernise local government and the Corporate (Best Value Performance) Plan for 2008/9 must be approved and published by the Council by 30 June 2008. This is the Council's top-level corporate plan. It sets out the Council's top priorities and contributions for delivering the Community Strategy aims in 2008/9.
- 2.2 The Corporate Plan is an important document because it formally communicates the council's vision and priorities. The process for producing the plan has been designed to ensure the risk is minimised and that the Corporate Plan is fit for purpose.
- 2.3 The focus of the Corporate Plan for 2008/9 is on priority activities for improvement at a strategic level rather than day to day service delivery objectives. The operational service delivery objectives are picked up through Departmental service plans which are reported to individual portfolio holders.
- 2.4 At a meeting of the Scrutiny Co-ordinating Committee held on 18 January 2008 it was agreed that the Corporate Plan proposals should be considered by each of the Scrutiny Forums. Each Scrutiny Forum will see the proposals relating to the Community Strategy themes that fall under their remit.

- 2.5 The comments/observations of each Forum will be fed back to the meeting of the Scrutiny Co-ordinating Committee to be held on 14 March 2008 and will be used to formulate the formal Scrutiny response to Cabinet on 28 April 2008.

3 THE CORPORATE PLAN

- 3.1 As in previous years the plan will be produced in two parts. Part 1 describes the Council's overall aim, contributions to the Community Strategy aims and organisational development priorities.
- 3.2 Part 2 will continue to contain the detailed supporting information relating to performance statistics which the Council is required to publish. This will include the Best Value performance indicators for 2007/08 and any future targets for 2008/09, 2009/10 and 2010/11. This information can not be collected until after 31 March 2008, and is therefore not available at present.
- 3.3 **Appendix A** details those outcomes and actions that are proposed for inclusion in the 2008/09 Corporate Plan that fall under the Regeneration and Planning Services Scrutiny Forum remit.

4 RECOMMENDATIONS

- 4.1 It is recommended that the Regeneration and Planning Services Scrutiny Forum:-
- (a) considers the proposed outcomes and actions for inclusion in the 2008/09 Corporate Plan as attached at **Appendix A**.
 - (b) formulates any comments and observations to be presented to the meeting of the Scrutiny Co-ordinating Committee to be held on 14 March 2008 to enable a formal response to be presented to the Cabinet on 28 April 2008.

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Peter Scott – Director of Regeneration and Planning Services
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BACKGROUND PAPERS

No background papers were used in the preparation of this report.

Corporate Plan 2008/09 – Proposed Outcomes and Actions

Regeneration and Planning Services

Theme: Jobs and the Economy

Outcome	Actions
Attract Investment	Develop investment and development programmes for the key regeneration action zones within the Coastal Arc framework and pursue funding opportunities to support investment
	Continue to work with partners to provide key manufacturing, tourism and service sector infrastructure, including appropriate sites and premises
Be Globally Competitive	Continue the development of Hartlepool's business incubation and support system including new business formation and growth
Create more employment opportunities for local people	Development of targeted interventions for key client groups within the framework of funding programmes including the Working Neighbourhood Fund and the Deprived Area Fund
Achieve economic wellbeing for all children and young people ensuring that they are prepared for working life* (Children and young people will achieve the qualifications, develop the skills and be given the necessary life experiences to enable them to lead full and active adult lives)	Fully implement the Aim Higher initiative at key stage 4/5 for young people from wider participation backgrounds
Promote Hartlepool's interests in economic regeneration policy-making at the national, regional and sub-regional levels	Secure due recognition of Hartlepool's economic role, needs and opportunities in national, regional and sub regional policy
Support and promote appropriate physical and economic regeneration and pursue external funding opportunities	Continue to liaise with PD Ports, Tees Valley Regeneration and funders to secure agreed project delivery arrangements
	Coordinate key regeneration programmes

Theme: Lifelong Learning and Skills

Outcome	Actions
Enjoy and Achieve* (Raise the achievement and standards of children and young people in the early years, primary and secondary phases of education)	Facilitate the physical enhancement and improvement of key higher education facilities

Theme: Community Safety

Outcome	Actions
Reduced crime	Reduce acquisitive crime
	Reduce violent crime, including domestic abuse (previously domestic violence)
	Implement CCTV Strategy
Reduced harm caused by illegal drugs and alcohol	Reduce drug dealing and supply
	Implement the Alcohol Strategy and introduce alcohol treatment services
	Increase numbers into treatment
	Develop access to wrap around services and activities particularly for drug misusing offenders
Improved neighbourhood safety and increased public confidence, leading to reduced fear of crime and anti-social behaviour	Develop harm reduction and primary care services particularly for target groups
	Reduce anti-social behaviour and criminal damage, including deliberate fire setting
	Development of an improved Community Engagement model, under the auspices of Neighbourhood Policing and Partnership activity
Reduced anti-social and criminal behaviour through improved prevention and enforcement activities	Prevent and reduce offending, re-offending and risk of offending
	Reduce first time entrants to the Youth Justice system ensuring all children and young people at risk are referred to prevention services

Theme: Environment

Outcome	Actions
Deliver sustainable communities through high quality planning, new build and sensitive conservation and protect and enhance the local natural environment.	Review significant features of Hartlepool's natural environment
	Review Hartlepool's conservation areas and implement planning policy guidance relating to the historic environment
	Coordinate the preparation of the new Local Development Framework embodying the core principle of sustainable development and climate change
	Develop and implement an Integrated Transport Strategy
Make better use of natural resources and reduce the generation of waste and maximise recycling	Participate in the preparation of the sub regional Minerals and Waste Development plan documents

Theme: Housing

Outcome	Actions
Balancing Housing Supply and Demand	Pursue a strategic housing market renewal programme in partnership with Tees Valley Living and key local partners (e.g. Housing Hartlepool and Hartlepool Revival)
	Develop appropriate measures to increase the provision of affordable housing
	Ensure there is access to a choice of good quality housing to buy or rent, to meet the aspirations of residents and encourage investment
Improving the quality of existing housing	Encourage improvement to homes to meet and exceed 'decent homes standards'
	Improve the energy efficiency of houses
Meeting the Housing Needs of Vulnerable People	Commence the implementation of the 'Older Persons' Housing Strategy
	Provide support services to increase the opportunity for residents to live independently in the community

Theme: Strengthening Communities

Outcome	Actions
To empower local people to have a greater voice and influence over local decision making and the delivery of services	Ensure a fit for purpose Local Strategic Partnership
	Complete the review of the Community Strategy
	Coordinate the preparation, implementation and partnership monitoring of the Local Area Agreement
Improving quality of life and ensuring service providers are more responsive to neighbourhood needs with particular focus on disadvantaged areas	Ensure the delivery of Neighbourhood Renewal in the Borough
	Continue the programme of Neighbourhood Action Plans (NAP) preparation, implementation and review
	Support the development and implementation of regeneration programmes within disadvantaged areas

REGENERATION AND PLANNING SERVICES SCRUTINY FORUM

22 February 2008



Report of: Scrutiny Support Officer

Subject: MARKETING OF SEATON CAREW - PRESENTATION BY
THE PRINCIPAL ECONOMIC DEVELOPMENT OFFICER
(TOURISM) – COVERING REPORT

1. PURPOSE OF REPORT

- 1.1 To inform Members that the Principal Economic Development Officer (Tourism) will be at this meeting providing a presentation in relation to the Forums investigation into 'Seaton Carew - Regeneration Needs and Opportunities'.

2. BACKGROUND INFORMATION

- 2.1 As part of the 'scoping' exercise for the Regeneration and Planning Services Scrutiny Forum's ongoing investigation into Seaton Carew's regeneration needs and opportunities, it was agreed that would be beneficial for the Forum to gain an understanding of:-
- (i) How Hartlepool, and in particular Seaton Carew, is marketed to attract tourism and businesses; and
 - (ii) Consider possible additional ways of raising the towns / areas profile.
- 2.2 The Principal Economic Development Officer (Tourism) will be in attendance at today's meeting to provide this information, by way of a presentation.

3. RECOMMENDATIONS

- 3.1 That Members note the content of the presentation and seek clarification on any relevant issues where felt appropriate.

Contact Officers:- Joan Wilkins – Scrutiny Support Officer
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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

22 February 2008



Report of: Scrutiny Support Officer

Subject: SCRUTINY INVESTIGATION INTO SEATON
CAREW REGENERATION NEEDS AND
OPPORTUNITIES – EVIDENCE FROM IAIN
WRIGHT MP – COVERING REPORT

1. PURPOSE OF REPORT

- 1.1 To inform Members of this Forum that the town's Member of Parliament (MP) has been invited to attend this meeting to provide evidence in relation to this Forum's ongoing investigation into 'Seaton Carew - 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, Iain Wright, the town's Member of Parliament (MP) has agreed to attend this meeting to submit evidence of a local perspective to the Forum.
- 2.3 During this evidence gathering session with the town's Member of Parliament, it is suggested that responses should be sought to the following key questions:-
- a) During recent surgeries with your constituents, what comments have been made regarding the effectiveness of past, and focus of future, regeneration activities within Seaton Carew?
 - b) What do you feel are the major regeneration needs and opportunities for Seaton Carew in the future?
 - c) Speaking on behalf of your constituents what do you feel should be the Council's priorities for the future regeneration of Seaton Carew?
 - d) What other advice / information are you able to provide this Forum, that would assist this scrutiny investigation?

3. RECOMMENDATIONS

- 3.1 That Members of the Forum consider the views of the Town's MP in relation to the questions outlined in section 2.3.

CONTACT OFFICER

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