

# PLEASE NOTE VENUE

## **REGENERATION AND PLANNING SERVICES SCRUTINY FORUM AGENDA**



**28 February 2008**

**at 2 pm**

**in the Meeting Room, 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**
- 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 Seaton Carew - Future Regeneration Needs and Opportunities - *Head of Regeneration (Report and Presentation)*

8.2 Evidence of Key Stakeholders' Views in Relation to Seaton Carew's Future Regeneration Needs and Opportunities

(a) Covering Report – *Scrutiny Support Officer*

(b) Verbal Evidence – One North East (Attendees to be Confirmed)

8.3 Presentation of Coast Defence Issues for Consideration in Relation to the Overall Regeneration of Seaton Carew – *Director of Neighbourhood Services*

8.4 Regeneration Initiatives Suggested by the Forum During the Course of its Investigation – Further Exploration

(a) Covering Report - *Scrutiny Support Officer*, and

(b) Presentation by Head of Regeneration

## 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 3 April 2008 at the Staincliffe Hotel, Seaton Carew commencing at 2.00 pm**

## **REGENERATION AND PLANNING SERVICES SCRUTINY FORUM**

28<sup>th</sup> February 2008



**Report of:** Head of Regeneration

**Subject:** SEATON CAREW – FUTURE REGENERATION  
NEEDS AND OPPORTUNITIES

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### **1. PURPOSE OF REPORT**

1.1 This report seeks to brief the Forum on current efforts and activities to secure further regeneration funding for Seaton Carew and to explore Seaton's future regeneration needs and opportunities. Covering term of reference (g):-

(g) To explore Seaton Carew's future regeneration needs, and opportunities, and gain an understanding of the plans and strategies being implemented to address them.

### **2. BACKGROUND INFORMATION**

2.1 Previous Forum meetings (23/02/08) have considered reports and presentations relating to the national, regional and sub regional policy in relation to the regeneration of Hartlepool and in particular Seaton Carew. The Forum also considered the role of stakeholders and partners involved in the regeneration process, and the scale, range and impact of previous regeneration investment.

2.2 In addition to the details of the regeneration process in Seaton, the Forum (15/02/08) has also had the opportunity to consider the potential regenerative opportunities that may arise through the future development, renewal and management of existing Seaton Carew community facilities. Given the outdated nature of many of the existing facilities, it was highlighted that there is a need to improve these venues and sites through a wholesale, considered approach. Addressing the sites together in this way will improve the range of potential options available for their renewal and development.

2.3 Relating to, and complementing this particular process the Forum (15/02/08) has also considered the management of various Council owned assets in Seaton Carew in order to implement the suggested proposals in relation to Seaton's broader land holdings and assets and to generate a range of benefits for the residents of Seaton Carew and Hartlepool as a whole.

- 2.4 It is within the context of all of these issues that the future regeneration needs and opportunities of Seaton Carew should be considered.

### 3.0 FUTURE REGENERATION IN SEATON CAREW

#### Seaton Sands Site

- 3.1 In addition to the regeneration benefits of the elements outlined above and discussed at previous Forum meetings (15/02/08) the main additional future investment regeneration opportunity in Seaton is the Seaton Sands site. (see **Appendix A**). The Hartlepool Tourism Strategy noted that Seaton Carew (2004) lacks a built focus and modern/contemporary facilities to support the main beach and promenade attraction. A development brief was originally prepared in 2005 covering the area of the the car park, former fairground site and the area behind the Bus Station in an attempt to stimulate private sector investment in Seaton Carew. Proposals for the potential development site included developing Seaton further as a destination for visitors and complementing the main visitor destination of the Hartlepool Maritime Experience. The aim of further development in this area is to provide alternative leisure/tourism related indoor facilities to complement the natural physical attractions that Seaton currently has, thus extending the benefits of the visitor season.
- 3.2 Alongside the preparation of this initial development brief a separate study was prepared as part of the Hartlepool Tourism Strategy to look at the possible development of a 'Gelateria' or high quality Ice Cream Café. This study concluded that the market at that time would probably not support such a use on its own given the development costs, and projected likely returns.
- 3.3 Discussions were also held with Seaton Carew Golf Club as they have aspirations to re-develop their club house facilities. Utilising the Councils land holdings in this area together with some additional land owned by the Golf Club would effectively provide a larger site that would have both a seaside and street/main road frontage. It was envisaged that this larger development site would be more attractive to potential developers. Given the specific requirements of the Golf Club and their aspirations for replacement facilities it has proved difficult to date to agree terms for a joint marketing approach. In agreement with the Golf Club however, it was intended that the golf club land be identified as a potential additional site within the marketing particulars and that the Club will talk to any interested parties as appropriate.
- 3.4 The other critical element of this approach was the agreement endorsed by Cabinet that capital receipts received for the disposal of the Council owned element of the development site would be made available for repairs, restoration and improvement works to the Bus Station. The level of funding available for improvement works would be dependent on the value realised by the land sale, and this funding was to be matched with any other additional funding. Other attempts to secure funding to improve the Bus Station included a bid to the Heritage Lottery Fund in 2005 although unsuccessful a revised proposal is being considered. In view of this and the revised timing of the marketing of Seaton Sands (see 3.9 below) the Council has agreed to commit

some resources towards the repair of the bus station the detail of which is set out in paragraph 3.14.

- 3.5 As well as these efforts to access funding to secure the future of the Bus Station and improve its overall appearance, funding was secured to improve the immediate environment around the bus station through Single Programme. This was part of a package of works that included paving and seating improvements to the rear of the Bus Station, improved access to the former fairground development site and the demolition and landscaping of the former North Shelter. The purpose of these works was to improve these public areas for residents and visitors but also provide confidence to the market and any future potential private investors.
- 3.6 Some informal market testing of the site yielded little positive response and following consultation with potential public funders and feedback from the informal marketing exercise it was identified that a more attractive development site would include land just north of Longscar Hall. This site is allocated in the current local plan for commercial and recreational use. Cabinet has agreed this approach to extend the Seaton Sands site which would include the car park, former fairground site, land behind Seaton Bus Station and the area immediately north of Longscar Hall (**see plan attached at Appendix A**). The Rocket House Car Park site (and Longscar Hall) may also have a role to play in facilitating any broader development proposals. This site area would offer a more strategic approach to the identified area and offer a potentially more attractive and flexible development site for investors and developers. The majority of land in this area is owned by HBC, but the Longscar Hall which falls within this wider area is within private ownership. Negotiations with the owners and their representatives have been ongoing regarding the future use of the building. In the short term the Council is looking at enforcement action through its Section 215 planning powers to improve the immediate appearance of the property. This more strategic approach would also offer a potentially more attractive scheme for One North East who are the most likely public funders.
- 3.7 Public funding that may help to facilitate such an approach has not been secured but work is ongoing to ensure that Seaton remains a priority in the context of sub regional funding. Further details of this ongoing process are included at **Appendix D** (para 6.0-6.8). The most likely source of money will be Single Programme funding (through One North East). This regeneration approach to Seaton is currently contained within the Tees Valley Investment Plan (which sets out in broad terms the Tees Valley Partnership proposals for Single Programme Investment). The next stage in realising this funding will be to prepare a funding 'business case' following consultation and the marketing exercise, for submission to the Tees Valley Partnership for approval.
- 3.8 Public Funding resources would be sought to support a combination of land assembly, clearance, and to add value to investment in terms of design quality, improved public open space or replacement visitor facilities. Initially funds may be required for a leisure based commercial market appraisal and technical construction assessment together with initial design work in order to gain market intelligence and facilitate the marketing of the site.

- 3.9 Although preliminary background work regarding the potential scheme could begin in financial year 2008/09, consideration will need to be given to the increasingly important issue of sea defences and coastal protection. Details of the consultancy work being undertaken to explore what the current coastal protection issues are in Seaton Carew are currently being developed and a separate report to the Forum will provide further detail. Given the location however, of the proposed development site it would seem prudent that any significant work regarding the development of this site should only be progressed following the outcome of this current Coastal Protection study.
- 3.10 The 2007 Shore Management Plan (SMP2) indicates a possibility of favourable scheme cost benefit which may attract grant funding for some elements of the work (although this can in no way be guaranteed). Without this any schemes will present a very significant financial burden on the Local Authority, or other parties as appropriate. The recommendations and conclusions of the Coastal Protection Study therefore, may influence the shape, character and intensity of any development within the proposed development site. It is estimated that the study will take approximately 18 months to complete however the broad conclusions of the study may be available prior to that. This will be the earliest opportunity to begin the wider marketing process. Close liaison will be required over the period of the study with the relevant regeneration funding partners and other public sector funders to ensure that any agreed scheme will deliver a combined solution that fully meets all of this areas needs and requirements.
- 3.11 The two processes of regeneration and coastal protection however can in principle be delivered together and are not necessarily mutually exclusive. Examples of similar approaches around the country have shown that coastal protection works can be incorporated within wider regeneration schemes that deliver both the necessary level of protection from natural forces in an unobtrusive way through careful design and consultation. (An example of one such approach is included at **Appendix B**). Following the Forum's visit to Redcar and Cleveland the approach taken by the neighbouring authority is also included in **Appendix C**.

#### **Seaton Carew Tourism Strategy Update Consultation**

- 3.12 The Seaton Carew Tourism Strategy (2003-2008) identified a list of proposals, developed through extensive consultation to help to improve the area under a series of focused action areas. Residents, business owners, HBC and various stakeholders have been working over the period of this strategy toward achieving the suggested proposals within the document. The detail of this Strategy and the funding associated with it was presented to the meeting of the Forum on 23/01/08. A review and assessment of the Strategy was carried out in June 2007. This included an update of the Strategy and a comprehensive consultation process to assess how the progress has been received by residents. This process was then reported to a joint Regeneration & Liveability and Culture, Leisure & Tourism Portfolio meeting on 22/06/07 and a copy of this report can be found at **Appendix D**. The broad summary of the consultation results showed that although recognition was given to much of the work that had been done in Seaton, there were key areas that people

felt still needed urgent attention. People felt most strongly about the condition of the Bus Station and the future use and appearance of Longscar Hall (see paragraph 5.5 & 5.6 of **Appendix C**). The original strategy document recognised these issues and it is acknowledged that these are still the important priorities for the future regeneration of Seaton. That is why one of the continued areas of focus for regeneration activity and funding will be the approach outlined above regarding the Seaton Sands development area.

- 3.13 The Tourism Strategy update consultation process also identified other smaller scale resident priorities that are, where possible being addressed and resolved through discussions with the Neighbourhood Manager as part of their remit.

#### **Other Future Regeneration Activity in Seaton Carew**

- 3.14 **Seaton Carew Bus Station** - Following the previous unsuccessful efforts outlined above to deliver the funding to undertake the necessary works at the bus station, HBC has allocated funding to undertake the works required to ensure the long term future of the building. £190,000 of capital funding has been confirmed in order to deliver the structural works, painting and decoration needed to restore the grade II listed building. It is intended that work will begin in March 2008.
- 3.15 **Public Conveniences in Seaton Carew** – Cabinet (22/01/08) confirmed that resources would be made available for the refurbishment of the public toilets in the Bus Station Clock Tower. The completion of these works will allow the demolition and landscaping of the Rocket House facilities. Proposals have also been made to develop public facilities adjacent to the Newburn Bridge Car Parking area.
- 3.16 **Saltholme Nature Reserve** – Although entirely located within Stockton Borough, the scale and significance of the development will provide benefits to Seaton Carew. Due to open in 2008, the RSPB are expecting the 380ha reserve and visitor centre will attract approx. 100,000 visitors per year. As well as the complementary facilities and services that Seaton can offer these visitors, Saltholme will also provide educational benefits and long term training opportunities. HBC are exploring ways to enhance the physical links to Saltholme from Seaton Carew and Hartlepool through further expansion and development of the cycle and pathway network. National and European funding opportunities are also being explored to implement any suggested links.
- 3.17 **Community Facilities and Council Owned Assets in Seaton Carew** - The visitor related regeneration focus outlined above has, whilst aiming to deliver improvements to increase visitor activity in Seaton has delivered benefits to residents and businesses indirectly through an improved physical environment as well as the economic spin off from day visitors and tourists. The Forum (15/02/08) however did receive details of the role existing community facilities may have in the regeneration of Seaton, with benefits specifically aimed at local residents and wider residents of Hartlepool as opposed to tourists or day visitors. Following unsolicited approaches from the private sector the reorganisation and potential relocation of key community

facilities including the Sports Hall and Community Centre into a combined community facility that would deliver improved library, sports, health and community facilities is being explored. This would provide an improved integrated Seaton Community facility on one site that would also allow the reuse of those vacated sites to deliver potential other benefits to Seaton including new and affordable housing. In order to realise these proposals the private sector will need to be engaged as well as the wider residents of Seaton through a widespread consultation process.

- 3.18 **Other Regeneration Funding** – Council Officers continue to monitor Government and non government agencies for opportunities to bid for and access regeneration funding. As well as continuing to monitor the funding streams that Seaton has benefited from in the past including Regional Development Agency (RDA) funding, Heritage Lottery Funding (HLF), European Regional Development Agency Funding (ERDF) and Inter –regional (INTERREG) funding for further opportunities, new funding areas are also considered. The Department of Culture, Media and Sport (DCMS) for example, recently announced that £45m was to be made available over 3 years for investment in Culture and Arts in Seaside resorts. Projects such as historic high streets and public spaces, galleries or concert halls will be identified for investment which could then act as a catalyst to stimulate economic growth. Money will also be made available to projects of different sizes, and it is intended that alongside a small number of major schemes, smaller projects around the coast will be funded each year. Regional Development Agencies will help identify areas in particular need of investment. Although funding streams usually have strict eligibility criteria and often narrow guidelines regarding what funding can be used for, opportunities such as these and others will continue to be explored to determine if these funds can be used to help meet the priorities and needs of residents and visitors in Seaton.

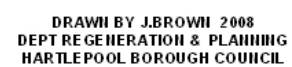
- 3.19 As explored in previous Forum meetings, despite the difficulties of securing regeneration funding for Seaton Carew, due to the restrictive eligibility criteria applied to certain funding streams, investment has still been achieved. Work will continue with existing regional and national funding agencies to secure further financial commitments to Seaton Carew. A combination of the results of this work and the careful management and utilisation of the Councils own assets and land holdings will ensure that work continues toward meeting the needs and priorities of the residents of Seaton Carew and its visitors.

#### 4.0 RECOMMENDATION

- 4.1 That Members of the Forum note the contents of the report.



## APPENDIX A



**APPENDIX B****Thornton Cleveleys Sea Wall**

Thornton Cleveleys is located on the north west coast of Lancashire and has recently begun a regeneration/engineering project to renew their sea defences. A summary of the scheme is included below.

**Scale of project**

- 1.6km long with a budget of £19 m.
- Wall built in front of the existing one
- Lands at the rear of the seawall suffering from seawater flooding and "sterilised" undeveloped sites.

**Approach**

- Design approach developed through a design competition. The implemented scheme having been selected through public consultation etc
- Wyre BC developed a strategic partner arrangement with Birse contractors. Sharing offices and close working partnership has aided effectiveness/efficiencies etc
- A series of pilot panels were set in place to assess the impacts of tidal actions/weathering prior to commencing the project
- Originally planned to be built as an in situ project this changed to a precast/interlocking system giving a better and consistent quality of finish.
- the design finish is "free flowing" with limited barriers. The stepping system providing part of the sea defence mechanism.
- The scheme has utilised materials and street furniture not prone to coastal corrosion (Concrete based items and metals (aluminium) used on marine vessels.)
- The scheme has been acknowledged on various fronts for its excellence etc (CABE/ ICE highlighting design, construction methods, involving the community).

**Key points / lessons**

- The use of colour aggregate finishes has not proved sustainable (Blackpool examples have faded)
- The design does create a wider and more appealing space that is comfortable for use. The scheme has been received a lot of local support and praise.
- The high quality design finishes used were additional to the core grant for the seawall. This amounted to 8% of overall project cost (Lighting, art works, structures, street furniture etc). Funds were drawn from ERDF to cover this. The area does not benefit from RDA main stream funds.
- The design construction method (precast) reduced the contract period by 72 weeks. The moulds for these sections are potentially available for other use. There are 62 produced at a cost of £1.5m. EA are keen to explore this.
- There has not been any Health & Safety issues arising from the "free flowing" design (No fences or barriers apart from the rear seawall). The H&S staff have been part of the project team.
- There has not been any as yet increase in claims resulting from the "free flowing" design.
- Wyre BC have put in place a budget that will cover ongoing maintenance for the

completed seafront. (This will cover cleansing, replacement of damage, removal of graffiti, power cleaning etc)

- An active community group has undertaken to commission events utilising some of the activity spaces created in the scheme.
- Not all the street furniture has proved not to be satisfactory, particularly for the older visitor groups. Design changes have been introduced involving timber topped seating decks.
- Experiences suggest installing/replacing groynes with hardwood does not provide any advantage over softwood (a new dried & compressed softwood product).
- There remain problems about suitability of some soft landscape species used.

#### Thornton Cleveleys Coastal Protection and Regeneration Scheme





Thornton Cleveleys, Lancashire







Thornton Cleveleys, Lancashire



## APPENDIX C

**Redcar and Cleveland Site Visit**

## Issues discussed:-

- i) It was noted that Redcar received 1.2 million visitors a year and that the local authority is taking a long term view for the development of the town. Also, that the local authority recognises the need for significant investment with a clear view for the future, as it will take 10/15 years for any long term plan to realistically come to fruition.
- ii) Emphasis was placed upon the importance of the development of a 'holistic' approach to regeneration and the benefits this could have in terms of the attraction of funding.
- iii) Members learned that the major issues in relation to Redcar in many ways mirrored those in Seaton Carew, e.g:-

**The Sea Wall** - £14/15 million is to be invested in the sea front area / sea wall, including improved coastal defences, the provision of access to the beach and other facilities. The local authority is working closely with the Environment Agency to put into place a design competition for the scheme, a process that has been used elsewhere to explore creativity within the design framework.

Emphasis is being placed on not just the improvement of the sea wall but also the importance of what residents want out of the space. Attention was also drawn to the benefits of the design competition in raising Redcar's profile which could be especially useful when seeking regeneration funding.

**Changing Visitor Market** - As elsewhere the visitor market in Redcar has changed over the years and whilst there continues to be a relatively high level of visitor to Redcar the spend per head is now relatively low. By way of a means of trying to address this, it had been recognised that there is a gap between the local authority and local traders and an action plan for the next 10 - 20 years is being developed to explore ways of increasing visitor spend.

**Reducing Regeneration Funding** - Members learned that similar problems were being experienced in Redcar as in Hartlepool regarding the effect of reducing regeneration funding. It was noted that One North East funding is focused upon where the jobs are and in terms of tourism tend to focus on Saltburn as the major tourist town in Redcar and Cleveland.

**Getting the Balance Between Local and Tourist Needs** - Attention was drawn to the problem of getting the right balance between local and tourist needs and with the major sources of funding being from ONE indications have been in the past that without job creation and visitor revenue generation there will be no funding available for the public realm.

**Sites of Special Scientific Interest (SSI)** - Similar to Seaton Redcar has neighbouring SSI sites and assurances were given that the works to the sea wall would not effect them. Attention was also drawn the need to recognise the importance for the role SSI sites could and should play in the attraction of visitors.

## APPENDIX D

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

Report To Portfolio Holders

22<sup>nd</sup> June 2007



**Report of:** Head of Regeneration

**Subject:** SEATON CAREW TOURISM STRATEGY UPDATE

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#### SUMMARY

##### 1.0 PURPOSE OF REPORT

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

##### 2.0 SUMMARY OF CONTENTS

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

##### 3.0 RELEVANCE TO PORTFOLIO MEMBER

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



Hartlepool's tourism potential. The cumulative effect of delivering these proposals will be to enhance the visitor offer in Hartlepool which can have associated regeneration benefits.

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

#### **4.0 TYPE OF DECISION**

- 4.1 Non Key

#### **5.0 DECISION MAKING ROUTE**

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

#### **6.0 DECISION(S) REQUIRED:**

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

**Report of:** Head of Regeneration

**Subject** SEATON CAREW TOURISM STRATEGY UPDATE

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## **1.0 PURPOSE OF REPORT**

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

## **2.0 BACKGROUND – SEATON CAREW TOURISM STRATEGY**

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

- d) sustain and enhance the natural environment and increase public awareness and understanding of its importance;
- e) raise the profile and improve the image of Seaton Carew ;
- f) develop events and activities that complement and utilise existing infrastructure;
- g) attract and encourage the development of a strong and diverse business network; and
- h) strengthen the accommodation network.

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

2.4 The eight 'action themes' are:

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

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

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

### **3.0 SEATON CAREW TOURISM STRATEGY UPDATE**

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

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

- 3.7 To date a public realm scheme has taken place behind the bus station however improvements are still required at the bus station itself and work towards this is ongoing. A funding bid was submitted to the Heritage Lottery Fund (HLF) in 2005. Although this was withdrawn on HLF advice, work has continued on this application and it is due to be resubmitted to the HLF in the near future. It was agreed that the capital receipt from the sale of the former fairground site will be fed into the restoration of the bus station. The bus station remains a high priority. High priority is also still given to the public toilet facilities in Seaton Carew; this will be addressed by the Hartlepool Public Toilet Strategy.
- 3.8 Environment  
Significant environmental improvements have been made in Seaton Carew since the publication of the Seaton Carew Tourism Strategy in 2003. Substantial paving, traffic calming and commercial grant projects have taken place. Seaton Carew has achieved the ENCAMS (Environmental Campaigns) Seaside Award and applications are being prepared to renew this. Seaton Carew has also received the ENCAMS Blue Flag award for the first time. Additional dog waste bins have been installed in Seaton Carew and litter fines have been introduced and are enforced. A Countryside Warden is in post to continue with the protection of Seaton Common and the dunes, and to facilitate educational and public events staged by volunteers on the site. Improvements have also been made to the park and to the green areas along the seafront.
- 3.9 The Empty Buildings & Derelict Land Group focuses on buildings and sites that are in a general bad state of repair, this is a town wide initiative and includes buildings within Seaton Carew. The group helps to focus efforts to address the condition of these properties. The Longscar Centre which is on the original list of target properties has been tidied up once however it is still a priority for more extensive improvements and the Seaton Hotel has recently been asked to tidy up its exterior. The Golden Flatts pub has been demolished following action by the group.
- 3.10 The Railway Corridor Scrutiny Plan concentrates on looking at the potential development along the railway approaches into Hartlepool. This affects the development of Seaton Carew as one of the approaches to the town passes through the resort. Seaton Carew railway station is specifically identified within the action plan for improvement in line with Northern Rail's targets and local targets in preparation for the Tall Ships Race 2010.
- 3.11 Marketing  
Interpretation boards are being installed in Seaton Carew and new boards are due to be installed at the North Shelter. Seaton Carew is included in town wide promotional material and features on the 'Destination Hartlepool' website. The marketing of potential development sites within Seaton Carew to attract suitable development is imminent. At present there is no stand alone promotion or branding for Seaton Carew, this is something that could be worked towards in the future however Seaton Carew is promoted through the

Coastal Arc promotional material and on a sub-regional level through 'Visit Tees Valley', the area's tourism partnership.

3.12 Events and Activities

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

3.13 Businesses

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

3.14 Accommodation

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

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

## 4.0 PUBLIC CONSULTATION - PROCESS

4.1 A public consultation process was undertaken to assess resident and business perception of the impact of the strategy to date. This included distribution of a questionnaire to every household and business in Seaton Carew, public display of the updated action tables and three two hour sessions where Officers were in attendance. This gave residents and businesses the opportunity to speak to officers about the improvements made in Seaton Carew and any other issues they may have regarding Seaton Carew.

4.2 2763 copies of the questionnaire were delivered to every property in Seaton Carew, reply boxes were placed in several places in Seaton Carew and central Hartlepool and people were given contact details to enable them to

return questionnaires by post. The public consultation lasted for a three week period.

- 4.3 The questionnaire explained the purpose of the consultation, gave details of the public display and officer-attended sessions and a summary of the improvements that have been made in Seaton Carew under the 8 themes within the Seaton Carew Tourism Strategy.
- 4.4 The design of the questionnaire listed the key issues under each of the 8 themes within the strategy. People were asked to tick the box which they thought best described the current state of the issue compared to 2003. The options were; much improved, improved, same, worse, much worse and don't know. The questionnaires also provided space for people to list other priorities under each of the themes and any other comments relating to the Seaton Carew Tourism Strategy.

## 5.0 PUBLIC CONSULTATION RESULTS

- 5.1 182 completed questionnaires were returned during the 3 week consultation period, this is a 6.6% return rate and approximately 30 people attended the consultation sessions. A complete record of all of the information collected through the consultation process is provided in appendix 3. A summary of the feedback from the consultation process is given below; including the main future priorities identified by residents under each of the 8 themes.

### 5.2 Beach and Sand Dunes

In response to the following 4 questions in the questionnaire regarding; the number of vehicles on the beach, the cleanliness of the beach, the lifeguard provision and the beach signage the majority of people felt that some improvement has been made since the publication of the strategy in 2003. The greatest improvement to the beach has been the reinstatement of the lifeguard provision during the summer months. Although the 65% of people who completed the questionnaire recognised that beach cleanliness had improved, litter and dog fouling were listed as key resident priorities. Other key issues raised were the presence of dogs on the beach, many people thought that dogs should either be kept on a lead or prohibited from the beach altogether and the lack of toilet facilities available for beach users.

### 5.3 Accessibility

From the responses from the questionnaire, 75% of people felt that improvements had been made to the provision of pedestrian crossings in Seaton Carew when compared to 2003. People responding to the questionnaire also recognised that improvements had been made to traffic calming within Seaton Carew as well as the parking areas and the links to Hartlepool and the Marina. With respect to the question regarding the public transport, 50% of people felt that there had been no change to the public transport service in Seaton Carew since 2003. One of the issues raised by many of the people who completed the question was the lack of bus services after 5pm. Although many people agreed that improvements had been made

to the parking available in Seaton Carew issues were still raised; both double parking outside the shops on The Front and availability of parking during busy periods are causing concern for local people.

#### 5.4 Developments

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

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

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

#### 5.7 Environment

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

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

#### 5.9 Marketing



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

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

5.11 Events & Activities

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

- 5.12 Positive feedback was given about the annual Fireworks Display however this is a well established event. People indicated that they would like to see more events throughout the year and many ideas suggested (refer to appendix 3 for details).

5.13 Businesses

55% of people who completed a questionnaire felt that improvements had been made to the shopfrontages, although many people commented that there are still properties that need attention externally. 54% of people felt that the range of shops has either improved or remained the same since 2003, however many of the comments received relate to the need for a more diverse range of shops within Seaton Carew including cafes. The response from the questionnaire relating to availability of business support showed that the majority of people were unsure of availability; although only 2% of questionnaires received were from businesses in Seaton Carew.

- 5.14 The main issue raised through consultation relating to the 'Business' theme, is the condition of some of the commercial properties in Seaton Carew, particularly the Longscar Centre and The Seaton Hotel.

5.15 Accommodation

97% of people who completed the questionnaire are residents of Seaton Carew and therefore it is unsurprising that the majority of people answered 'don't know' to the questions relating to accommodation. Of those people who

did respond to the 3 questions on accommodation matters, the majority of people felt that the inspection scheme for hotels, the availability of short breaks and weekend deals and the promotion of accommodation available in Seaton Carew were the same or slightly improved compared to 2003.

- 5.16 The condition of the Seaton Hotel has been raised as an issue on numerous occasions. There were comments made about the quality of the hotel stock, many people feel that more advertising of the hotels available in Seaton Carew is needed.

- 5.17 Summary of Results

Many of the projects identified within the eight theme tables of the Seaton Carew Tourism Strategy have been achieved since the strategy was published in 2003. The results from the consultation show that the North Shelter demolition and landscaping scheme, the lifeguard provision, increased pedestrian road crossings and the development on the former baths site are all considered as successful improvement projects in Seaton Carew. There are exceptions and more work needs to be undertaken to some large scale developments that require attention e.g. the bus station and clock tower, the Longscar Centre etc.

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

## **6.0 Further Progress and Future Funding**

- 6.1 Despite the progress made and documented in this report against the prioritised proposals contained in the original Strategy document, there are still obvious areas which require continued focus and targeting of financial resources.
- 6.2 When the Seaton Carew Tourism Strategy was produced in 2003, significant Single Programme funding had been secured and was in place to deliver a number of regeneration projects. This resulted in the achievement of many of the proposals included in the Strategy. Together with the use of existing Council and partner resources significant progress has been achieved to date.
- 6.3 Over the lifetime of the Strategy document the Single Programme funding regime has changed emphasis. The focus is now towards more direct targeting of private sector investment, rather than indirect support through, for instance environmental improvements. Consequently the level and type of funding required to accomplish the significant remaining priorities in Seaton Carew will be more difficult to achieve through these channels. Officers will never the less continue to work toward maintaining the profile of Seaton Carew as a potential recipient of future investment/ regeneration funding.
- 6.4 Over the period of the existing strategy the policy context has also developed with the production of the Hartlepool Tourism Strategy which is Borough wide

and identifies Seaton Carew as a tourist centre. The regeneration of Seaton Carew is also identified within the Coastal Arc Strategy for Investment through the Tees Valley Partnership and One North East and the 'Investment Plan for the Tees Valley City Region'. These documents will be used as the basis for further rounds of investment by One North East. The profile of Seaton Carew and the work needed to continue its regeneration have therefore been enshrined in broader documents that have a sub regional and regional significance.

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

## 7.0 RECOMMENDATIONS

- 7.1 The Portfolio Holders are requested to agree the following recommendations:

SEATON CAREW TOURISM STRATEGY UPDATE

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

**REGENERATION AND PLANNING SERVICES SCRUTINY  
FORUM**

28 February 2008



**Report of:** Scrutiny Support Officer

**Subject:** EVIDENCE OF KEY STAKEHOLDERS' VIEWS IN  
RELATION TO SEATON CAREW'S FUTURE  
REGENERATION NEEDS AND OPPORTUNITIES –  
COVERING REPORT

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**1. PURPOSE OF REPORT**

- 1.1 To inform Members of the Forum that representatives from One North East (ONE) have been invited as key stakeholders to attend this meeting to provide details of their views in relation to Seaton Carew's future 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, key stakeholders, in the form of representatives from One North East (ONE) have been invited to this meeting to provide evidence to the Forum in relation to their views on Seaton Carew's future regeneration needs and opportunities. During this evidence gathering session it is suggested that responses should be sought to the following key questions:-

- (a) What is the criterion for the allocation of ONE funding?
- (b) How could Hartlepool better access ONE funding for the Regeneration of Seaton Carew ?
- (c) What do you feel are the major regeneration needs and opportunities for the area in the future?
- (d) How would you like to see the Council take forward the regeneration of Seaton Carew in the future?

### **3. RECOMMENDATIONS**

- 3.1 That Members of the Forum consider the views of key stakeholders in relation to the questions outlined in section 2.2.

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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 SCRUTINY FORUM

28 February 2008



**Report of:** Director of Neighbourhood Services

**Subject:** PRESENTATION OF COAST DEFENCE  
ISSUES FOR CONSIDERATION IN RELATION  
TO THE OVERALL REGENERATION OF  
SEATON CAREW

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### 1. PURPOSE OF REPORT

- 1.1 To provide an understanding of the current position on the coast protection issues at Seaton Carew in relation to the overall regeneration of the area.

### 2. BACKGROUND

- 2.1 Scrutiny Forum is currently considering the regeneration of Seaton Carew, but this needs to be done in the context of climate change, which could force significant changes to the nature and character of the coast defences at Seaton Carew frontage.
- 2.2 The Coast Protection Act 1949, established the regulatory framework for England's coastline and the Coast Protection Authorities all around the coast.
- 2.3 In this district, Hartlepool Borough Council is the designated Coast Protection Authority which "shall have such powers and perform such duties in connection with the protection of land" (CI 1.2) to ensure the adequate 'coast protection' of this Borough.
- 2.4 It should be noted that there is a subtle distinction between 'coast protection' and 'sea defence'.
- 2.5 'Coast protection' is protection of sufficiently high cliffs, dunes, walls etc from erosion by wave attack, which are by virtue of the natural landform, high enough to withstand flooding from the sea under high tide conditions.

- 2.6 'Sea defence' is defence from flooding of land where the natural land form is below the high tide levels and would flood from the sea if left undefended.
- 2.7 The statutory duty for 'sea defence' rests with the Environment Agency, definitely not the local authority.
- 2.8 At Seaton Carew it is important to note that there is high land subject to erosion and also low lying land with potential to flood given predicted climate change and therefore any schemes will necessitate a joint approach by this Council and the Environment Agency.
- 2.9 Central government encourages a structured approach to coast defence, and in latter years has developed the idea as follows:
  - (i) Shoreline Management Plans (SMPs) – high level policy documents covering long lengths of coast (e.g. Tyne to Flamborough Head) which consider the wider issues and develop integrated policies and make prioritised recommendations for 'Strategy Studies' for each particular length in the SMP;
  - (ii) Strategy Studies are a more in-depth study of a short length of coast and give more detailed examination to the overall viability of particular schemes, which will be prioritised and recommended for an individual 'Project Appraisal Report' (PAR) if considered appropriate;
  - (iii) A Project Appraisal Report (PAR) is the precursor to receiving scheme approval from Defra (or latterly, the Environment Agency) and is a very in-depth report covering all technical, financial and environmental aspects. This includes design and methodology and a whole raft of legislative approvals including planning application, Coast Protection Act 1949 sections 5 & 34, Environmental Protection Act 1990, Environment Act 1995, Crown Commissioners and MOD consent.
- 2.10 The first SMP which included the Hartlepool coastline was adopted in 1999 and was reviewed in 2007 (now called SMP2).
- 2.11 The only strategy study so far undertaken by this Council is that from Britmag to Newburn Bridge, completed in 2006.
- 2.12 The only PAR which satisfied government funding criteria from this strategy study which has been progressed to date is the Town Wall scheme, for which procurement of the consultant to prepare the PAR is in the advanced stages.
- 2.13 With reference to the first SMP (and confirmed by SMP2) the second priority for a strategy study was the Seaton Carew frontage.



- 2.14 In late 2007 funding was secured from Defra and the process of procuring a consultant to undertake this study was commenced. Tenders for the work will be returned from suitable consultants in the near future.
- 2.15 Any coast protection study must take into account the latest government guidance on predicted effects of climate change, global warming and latest government guidance on sea level rise since this can have a very significant impact upon the visual impact, scale, nature and cost of proposed works.
- 2.16 Historically, over many years at Seaton, the beaches have appeared relatively stable but in recent years the beaches appear to be progressively lowering. The cause of this cannot be definitively stated, but could well be the initial signs of climate change.
- 2.17 This has resulted in two recent breaches, March 2006 and November 2007, requiring quite expensive remedial works, which are still ongoing, all as reported in the Cabinet Report dated 22 January 2008.

### **3. CURRENT POSITION**

- 3.1 Coincidentally and totally independently from the proposed strategy study, the Council is undertaking the present investigation into the regeneration of Seaton, with potential associated land disposal.
- 3.2 In terms of regeneration considerations there is little doubt that if sea level rise predictions materialise then very significant lengths of sea wall fronting the beaches at Seaton will be affected.
- 3.3 If the integrity of the frontage is to be preserved in the longer term (100 years), it is envisaged (from very preliminary designs) that the necessary wall structures would be much higher and imposing than the existing walls.
- 3.4 For comparison purposes the coast protection structures constructed by the Teesside Development Corporation in 1990 between the South Pier of West Harbour and Newburn Bridge is probably of the type and scale of structure which could be required.
- 3.5 The footprint of these would be significant and unfortunately because of environmental issues it is highly likely (as on the Headland) that this footprint could not extend in front of the existing wall line, but instead must utilise valuable esplanade land, which reduces considerably the available land for development.
- 3.6 It should be noted that if a developer submitted a planning application proposal in close proximity to the existing wall frontage then any

approval would be conditional on provision of adequate coast protection measures.

- 3.7 Unfortunately such provision would be the sole responsibility of the developer, as Treasury rules prohibit a developer receiving grant funding.
- 3.8 These would be very significant costs compared to any development and could well mean it was not financially viable; notwithstanding a structure's visual impact and aesthetic detraction from a development.
- 3.9 However, if the esplanade were left as existing the 2007 SMP2 indicates a possibility of favourable scheme cost benefit which may attract grant funding for some elements of the work (although this can in no way be guaranteed). Without this any schemes will present a very significant financial burden on this authority, or other parties as appropriate.

#### **4. FUTURE**

- 4.1 Obviously it would be very beneficial if the results of the proposed strategy study were available at this stage to inform the scrutiny process, but this is impossible.
- 4.2 The strategy study is very relevant to the current situation as it will address the full range of technical, environmental, climatic and financial issues to produce a more detailed framework for ongoing maintenance and future viable capital works.
- 4.3 It is anticipated that the findings will not be available until approximately Spring 2010 to better inform the asset management decisions.
- 4.4 There are strong indications from the SMP2 that there are 'sea defence' implications at Seaton which will automatically involve the Environment Agency which introduces a further level of negotiation. This is not necessarily a bad thing since the potential flooding of properties considerably improves the chances of meeting the government funding criteria to gain scheme and grant approval.
- 4.5 It should be understood that the future structure heights are a 'best guess' based on preliminary designs using current government sea level rise predictions (which are subject to change) and also the actual heights of the recent structures built for the marina etc.
- 4.6 To give some idea of the height differential, the prevailing level at the existing Rocket House car park wall is predominantly 5.2 m above Ordnance Datum whereas a proposed structure suitable for non-residential development would probably have a top of wall height of

9.0m above Ordnance Datum which is based based on the physically modelled design for the Marina. This means a new height of wall 3.8m (12ft) above the existing wall, which obviously impinges dramatically on the whole visual aspect of Seaton frontage.

- 4.7 It should be noted that if residential development were proposed close to the wall, the criteria are more stringent for wave overtopping and could result in even higher levels.

## **5. RECOMMENDATION**

- 5.1 The discussion is given due consideration.

**REGENERATION AND PLANNING SERVICES SCRUTINY  
FORUM**

28 February 2008



**Report of:** Scrutiny Support Officer

**Subject:** REGENERATION INITIATIVES SUGGESTED BY  
THE FORUM DURING THE COURSE OF ITS  
INVESTIGATION – FURTHER EXPLORATION –  
COVERING REPORT

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**1. PURPOSE OF REPORT**

- 1.1 To explore further with Members of the Forum the regeneration initiatives suggested by the Forum during the course of its investigation into Seaton Carew's future 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 During the course of the investigation various suggestions have been made regarding possible initiatives / schemes which could contribute to the regeneration of Seaton Carew. In preparation for the formulation of the Forum's final report, the feasibility of each of these suggestions needs to be explored further. As a means of facilitating this, the Head of Regeneration will at today's meeting be providing a presentation considering further each of the suggestions initiatives.
- 2.3 During the course of this presentation it is suggested that Members should consider:-
- (a) How practically / financially viable are each of the suggested initiatives / schemes?
  - (b) How much value could they add?
  - (c) Would you like an initiative / scheme included in the Forum's Final Report as an element of the way forward for the regeneration of Seaton Carew?

- (d) How would you like to see an initiative / scheme taken forward by the Council in the future as part of its work to regenerate Seaton Carew.

### **3. RECOMMENDATIONS**

- 3.1 That Members of the Forum consider the content of the presentation and explore the questions outlined in section 2.3.

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