

REPLACEMENT AGENDA

CABINET AGENDA



15th April 2013

at 9.30 am

in Committee Room B,
Civic Centre, Hartlepool

MEMBERS: CABINET:

The Mayor, Stuart Drummond

Councillors Hill, Lauderdale and Thompson

1. **APOLOGIES FOR ABSENCE**
2. **TO RECEIVE ANY DECLARATIONS OF INTEREST BY MEMBERS**

3. **MINUTES**

To receive the Record of Decision in respect of the meeting held on 2nd April 2013
(to be circulated)

4. **BUDGET AND POLICY FRAMEWORK**

No items

5. **KEY DECISIONS**

- 5.1 Seaton Carew Development Sites – Results of Joint Working with Preferred Developer – *Director of Regeneration and Neighbourhoods*
- 5.2 Community Pool Category 4 Grant Allocations 2013/14 – *Director of Regeneration and Neighbourhoods*

6. **OTHER ITEMS REQUIRING DECISION**

No items.



REPLACEMENT AGENDA

7. ITEMS FOR DISCUSSION/INFORMATION

- 7.1 OFSTED School Inspection Update, Autumn 2012 and Spring 2013 –
Assistant Director, Child and Adult Services (Performance and Achievement)

8. REPORTS FROM OVERVIEW OF SCRUTINY FORUMS

No items.



CABINET REPORT

15th April 2013



Report of: Director of Regeneration and Neighbourhoods

Subject: SEATON CAREW DEVELOPMENT SITES –
RESULTS OF JOINT WORKING WITH PREFERRED
DEVELOPER

1. TYPE OF DECISION/APPLICABLE CATEGORY

Key Decision test (i) Applies. Forward Plan Reference No RN 5/12

2. PURPOSE OF REPORT

- 2.1 The purpose of the report is to advise members on the progress made with the preferred developer to take forward the sites identified in the Seaton Carew Development Brief. As part of that progress a set of Heads of Terms have been drafted that will form the basis of the development agreement (or legal agreement) between the two parties to take forward the range of project proposals for Seaton Carew. The report seeks Cabinet endorsement of the Heads of Terms.

3. BACKGROUND

- 3.1 The Council's Cabinet previously made a decision to utilise its own assets and land holdings in Seaton Carew to release the funds to help deliver a regeneration scheme in Seaton Carew. To do this a development brief was prepared and the market was tested to determine if a developer would be interested in developing the sites and to provide viable ideas about how they would meet the regeneration priorities identified for Seaton Carew.
- 3.2 Two developers were shortlisted from 8 responses and 1 developer, the Esh Group was selected following a two part selection process as a preferred developer. The Esh Group and their proposals met all of the requirements of the development brief and provided a very good financial offer and they were appointed as preferred developer in January 2012.
- 3.3 At this stage the Esh Group proposals includes residential development on three Council owned sites (See **Appendix 1** attached) that would release capital receipts to deliver the range of priorities that have been identified in Seaton Carew. This would include a comprehensive redevelopment scheme

for The Front, including the redevelopment of the Longscar Building and improved community facilities.

- 3.4 As part of that endorsement as preferred developer, it was agreed that officers would work jointly with the developer to clarify the draft development proposals and layouts for the sites. It was also agreed that public consultation would be carried out and an assessment of the commercial market in Seaton Carew would be undertaken. The current proposals therefore contained in this report are a further step toward an agreed regeneration scheme for Seaton Carew. This is part of an ongoing process of design and refinement toward an agreed redevelopment scheme and is therefore at this stage still indicative and open to change and revision as the project moves forward. The agreement of the Heads of Terms however does provide an important commitment that will allow the project to progress toward delivering the priorities whilst still ensuring that the schemes can continue to be developed and refined further.

4. CURRENT PROPOSALS

- 4.1 Esh's suggested proposals include the comprehensive redevelopment of the Front. The key area between Station Lane and the coach park is the main focus of activity for visitors and businesses activity. In line with previous public consultation a key issue identified to address is the Longscar Building. The building will be purchased and cleared as part of the overall scheme.
- 4.2 Their initial proposals include creating an area of public space or market square around which some commercial development suitable for small scale café/restaurant or retail operations could be developed. Following a more detailed assessment of the market and research work together with detailed discussions with a range of current operators and existing businesses these initial proposals have been modified to reflect the current and expected medium term market conditions (**See Appendix 5** attached).
- 4.3 Current findings suggest that some commercial development may be viable in this area of The Front but caution should be exercised to ensure that any new commercial facilities would complement and improve the offer in Seaton Carew whilst maintaining existing businesses wherever possible. Initially greater footfall in to Seaton needs to be encouraged through improvements and enhancements to public realm building and emphasizing the quality of the beach and promenade. Once footfall has increased the viability for commercial activity will result and at this time consideration to construct commercial property within the scheme will be considered as part of the phase 2 proposals.
- 4.4 Phase 1 proposals for The Front, including the area currently occupied by the Longscar Building, would address many of the concerns regarding the negative impact the building has on the area around it. In addition play facilities are also proposed together with improvements to landscaping and

events space. The full details and rationale for these proposals can be found in **Appendix 2** Seaton Carew Commercial Report (attached).

- 4.5 Some detailed consultation work has been done with existing businesses in Seaton Carew and has helped to shape this particular approach. There will need to be however, an ongoing dialogue with businesses and operators in Seaton Carew to shape the details of these principals, but also the details of any potential second phase of development to determine the viability of the commercial element of the proposals to help to determine if there is a market for further development of this type and if there is demand then what kind of space might be needed to attract and encourage the private sector.
- 4.6 The adverse impact on the seafront of the Longscar Building and the need for regeneration of the seafront area has for some time been of concern to the Council. Public consultation has also identified these issues as of wider concern and accordingly proposals for acquisition and demolition of the Longscar Building and redevelopment and improvement of the seafront area are proposed to be included in the first phase of development. The development agreement provides commitment to use part of the proceeds from the first phase of the residential development at Elizabeth Way to fund the cost of purchase and demolition of the building (and fund the development of community facilities). Although approaches and negotiations are ongoing with the current owners to purchase by agreement before any other means of acquisition are considered.
- 4.7 The Council owned development sites included in the development brief, heads of terms and subsequent development agreement include 1) land behind Elizabeth Way currently occupied by the Council's sports hall and community centre, 2) Coronation Drive/Warrior Drive and the 3) Old Fairground Site. The developers want to progress the first site (Elizabeth Way) as soon as possible, and a planning application has been submitted for residential development. A public consultation exercise was held in June 2012 which has helped inform the layout of the Elizabeth Way site. Further public consultations will be held as the wider masterplan is developed. Work is also underway with the relevant Council departments to look at the improvement of community facilities in Seaton Carew, which are also to be delivered in the first phase of the regeneration proposals.
- 4.8 The agreement between the Council and Esh to ensure the delivery of these priorities in Seaton Carew is set out in a development agreement. This document will legally tie the two parties together and ensure that the Council and Esh deliver their relevant project commitments and that the interests of the Council are protected. The Heads of Terms forms the basis of the Development Agreement and the agreed final draft of this document is included at confidential **Appendix 4** (attached) **(This item contains exempt information under Schedule 12A Local Government Act 1972 (as amended by the Local Government (Access to Information) (Variation) Order 2006) namely (para 3) information relating to the financial or business affairs of any particular person (including the authority holding that information)).**

The document includes in detail the timing of when the sites will come forward. There will be a phased approach to the development of the housing sites to ensure a controlled release of housing units on to the market to prevent too many units being available at once. Therefore the income released to deliver the regeneration priorities will also be phased. This means that it is anticipated that the overall scheme will be delivered over a 5-6 year period as housing sites are released and built out. A detailed draft timetable can be found at **Appendix 3** (attached).

- 4.9 In terms of the deliverability of the proposals the developer has worked up indicative budget costs to ensure that the proposals are deliverable within the limits of the budget released from the development of the Council owned sites. These costs have been summarised in **Appendix 4 (This item contains exempt information under Schedule 12A Local Government Act 1972 (as amended by the Local Government (Access to Information) (Variation) Order 2006) namely (para 3) information relating to the financial or business affairs of any particular person (including the authority holding that information).** They will be refined further as the project is developed but do include items for contingencies, preliminary items, fees and capital expenditure but the summary does demonstrate that the anticipated values of the development sites will fund the regeneration proposals suggested. The cost summary at this stage is flexible within the parameters of the anticipated income so there is scope to move expenditure between capital items if more or less is required for particular components of the regeneration scheme. This ability to determine the elements of the regeneration programme will remain with the Council and this is explicit in the Heads of Terms and will be in the Development Agreement.

5. FINANCIAL CONSIDERATIONS

- 5.1 Cabinet previously agreed that the approach being taken in Seaton Carew, to retain the capital receipt in order to deliver the agreed regeneration priorities. This will be done via a regeneration fund held by the Council to be utilised to deliver the agreed principal regeneration priorities identified in the Heads of Terms and subsequent development agreement.

6. LEGAL CONSIDERATIONS

- 6.1 The Heads of Terms document will form the basis of the development agreement that will create the legal relationship between the two parties. The Heads of Terms are currently with Commercial Solicitors. The legal document produced from this work will ensure that the interests of the Council are protected.

7. ASSET MANAGEMENT CONSIDERATIONS

- 7.1 The purchase of the Longscar building will increase the Council's current asset management base but the intention is to demolish the property as soon as is practicable following completion, there will therefore be no long term maintenance issues or ongoing revenue commitments.

8. SECTION 17 OF THE CRIME AND DISORDER ACT 1998 CONSIDERATIONS

- 8.1 There are no Section 17 implications for this report.

9. EQUALITY AND DIVERSITY CONSIDERATIONS

- 9.1 There are no equality and diversity implications for this report.

10. RECOMMENDATIONS

- 10.1 Cabinet are recommended to

- i) Endorse the negotiated Heads of Terms (see confidential **Appendix 4**) **(This item contains exempt information under Schedule 12A Local Government Act 1972 (as amended by the Local Government (Access to Information) (Variation) Order 2006) namely (para 3) information relating to the financial or business affairs of any particular person (including the authority holding that information).** which includes:
 - a) The creation of a regeneration fund;
 - b) Acquisition by agreement and demolition of the Longscar Building;
 - c) The implementation of a regeneration, scheme at The Front, following further consultation with business and residents; and
 - d) The development of replacement community facilities, following further public consultation
- ii) Instruct officers to finalise the drafting of the development agreement;
- iii) Agree that the draft proposals for the seafront regeneration scheme and community facilities will be subject to a comprehensive consultation exercise and the agreed scheme will be submitted for final consideration and endorsement prior to implementation.

10. APPENDICES AVAILABLE ON REQUEST, IN THE MEMBERS LIBRARY AND ON-LINE

- i. Appendix 1 - Sites (attached)

- ii. Appendix 2 – Seaton Carew Commercial Strategy Report (attached)
- iii. Appendix 3 – Agreement Timescale (attached)
- iv. Appendix 4 (**confidential**) - Heads of Terms (attached)
- v. Appendix 5 - Proposed Layout Plan (attached)

13. BACKGROUND PAPERS

- 13.1 There are no background papers with this report.

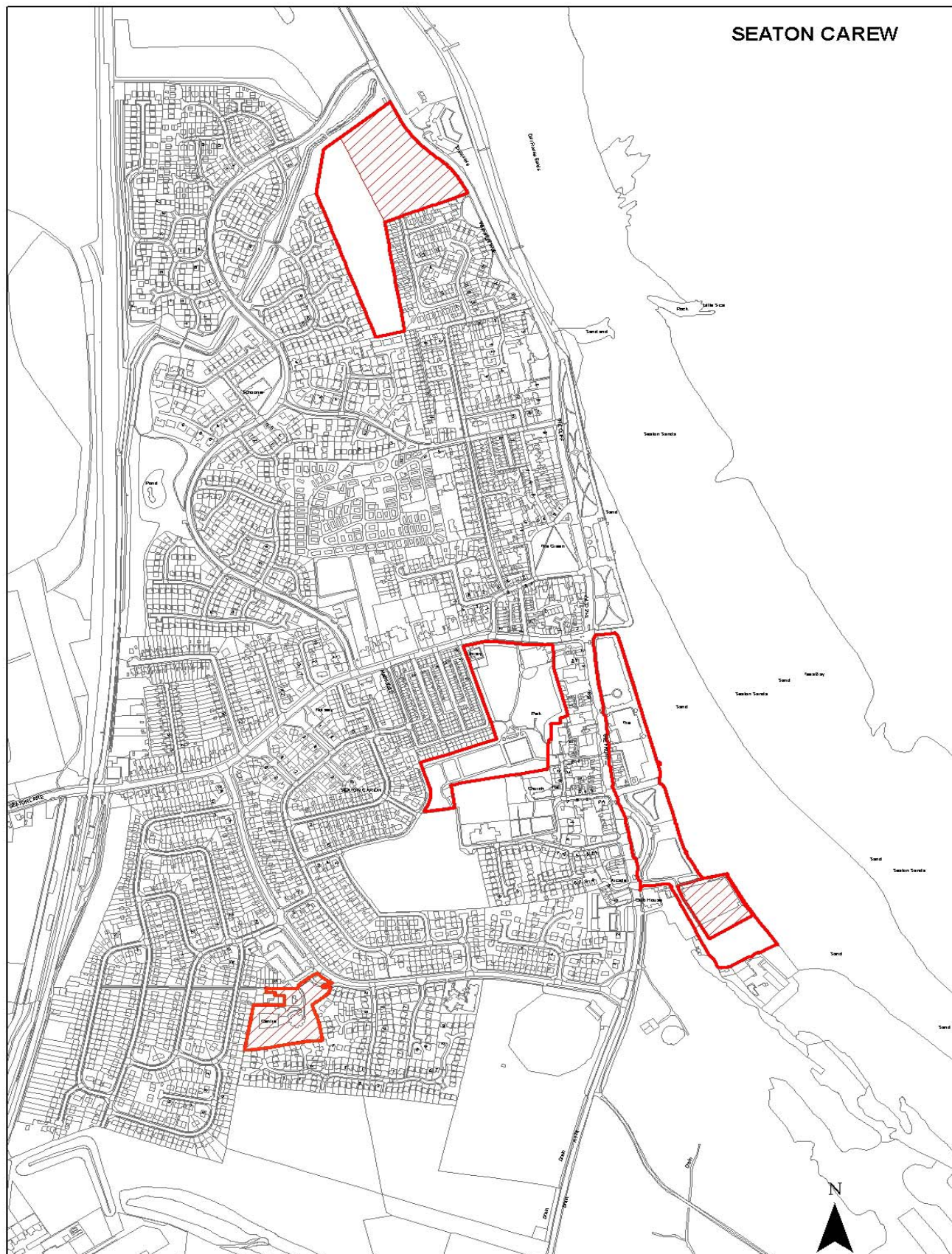
12. CONTACT OFFICER

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APPENDIX 1 SITES



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HARTLEPOOL BOROUGH COUNCIL

Seaton Carew Commercial Strategy Report

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1. INTRODUCTION - THE REGENERATION OF SEATON CAREW.

Hartlepool Borough Council, (HBC), invited developers to submit expressions of interest with broad proposals and conceptual design ideas for the redevelopment of land owned by the Council along the sea front at Seaton Carew and on two other sites within the town also owned by them.

The centre of the sea front is dominated by the former Longscar Centre, a pub/restaurant and entertainment complex that ceased trading in approximately 2008 and which has remained largely boarded up since then. This is the dominant privately owned property on the eastern side of the main boulevard through the centre of Seaton Carew, with a small terrace of commercial units adjacent to the existing car park and fronting the main road being the only other privately owned properties. All other land within the proposed development boundary at 'The Front' as it was referred to in the brief is owned by Hartlepool Borough Council.

Since the closure of the Longscar building as a pub/leisure facility in 2008, the Council have concluded that if the site were developed appropriately along with other land owned by HBC along The Front, (even at a basic level through public realm improvements), then the overall offer at Seaton Carew could be improved immensely, strengthening the attraction of the town in both the local and wider region as a day trip location and kick starting an economic revival of the town itself. The overall aim of the regeneration project is therefore to achieve 'The Renaissance of Seaton Carew'.

The Esh Group put forward proposals to meet the requirements of the brief and the Council have at this stage selected them as preferred developer. The approach advocated by the Esh Group is to work in partnership with HBC to formulate an acceptable regeneration plan and strategy for the entire sea front at Seaton Carew and establish a realistic and viable commercial plan that will allow a deliverable regeneration project to be brought forward, including for residential development on other HBC owned land within the wider town to fund the project and as identified in the brief and now included in the proposed development agreement.

As part of the due diligence process a scheme viability has been drawn up to establish the costs of delivering the desired improvements at the sea front to ensure the basic financial viability of the overall proposal as a regeneration project.

Given that public funding is very limited at present, the two additional Council owned sites identified within the brief as having potential for residential development will be brought forward as part of the overall delivery strategy. The inclusion of the capital receipts generated by these additional development sites has allowed for a position to be established that demonstrates a financially self sufficient project in terms of delivering a comprehensive regeneration programme along the sea front without the need for additional Council funds or grants.

2. THE PURPOSE OF THIS REPORT

The production of this report as an important part of the due diligence required to establish a deliverable project was agreed between Esh and HBC upon the selection of the former as preferred developer.

The indicative proposals for The Front by Esh included for small scale commercial/retail units with potential residential space above. This new development could help to bring additional interest for visitors and investment opportunities for further commercial activity in Seaton Carew, however the viability of these spaces will depend largely on their attractiveness to the market and they must be planned properly to ensure long term economic sustainability.

The purpose of this report is to therefore assess the existing 'offer' at Seaton Carew and identify opportunities that might exist for further commercial development at The Front that would contribute positively to the regeneration aims and objectives and complement any public realm improvements and the existing commercial activity.

This report will help to determine if there is a market for further commercial development at The Front in addition to the planned public realm improvements and if so, where the demand within the private sector exists and what type of units would be commercially viable in the long term. It is very important that any proposals do not have a negative impact on the existing operators in the area and HBC will only support proposals of this nature if it can be demonstrated that they will help to improve the offer in Seaton Carew and complement the current economic activities, thus creating economic regeneration.

The report will conclude by making overall recommendations therefore as to how the project should be approached in the context of commercial development outlining a strategy for delivery having regard to the evidence base collated.

3. OBJECTIVES OF OVERALL REGENERATION SCHEME

Seaton Carew is a key tourism asset within Hartlepool Borough. Regeneration of the sea front promenade is required in order to strengthen the attraction of the location within the wider region and continue the economic revival of the town itself. The key objectives of the project are to:

- Regenerate a large prime development site with open sea views and strong main road frontage at the heart of the town, forming a new focal point for the towns leisure and tourism offer.
- Recognise and utilise the existing commercial offer within the town to underpin the project and encapsulate it within the development to promote the continued economic regeneration of the town.
- Strengthen employment and skill improvement offers and create commercial opportunities in the town for local people through the appropriate development of the site.
- Create areas of public realm and play provision within the scheme of exceptional quality that will broaden the visitor appeal of Seaton Carew and raise it above other competitor locations in the wider region.
- Deliver a commercially robust and viable mixed use development that provides a modern, attractive and sustainable place for people to live, work and enjoy leisure time in the long term.
- Ensure that the site creates its own unique identity through the implementation of strong urban design principles from the outset.
- Strengthen Seaton Carew's improving image as a destination and promote the town as a location with quality public provision.
- Expedite and improve the sea defences of Seaton Carew promenade.
- Where required, ensure that any housing delivered meets high level design and sustainability criteria providing appropriate levels of affordable housing for local people in the process.
- Accommodate any required public/community buildings within Seaton Carew.

4. REPORT METHODOLOGY

In collating a relevant evidence base from which a base commercial strategy can be derived, Esh and HBC agreed that the following research exercises would be undertaken:

- Initial review of existing 'offer' in Seaton Carew to understand current level of economic activity and supply/demand.
- Meeting with traders in Seaton Carew and wider Hartlepool area to discuss proposals and economic issues.
- Consultation with accommodation providers in Seaton Carew to assess visitor demographic and occupancy rates.
- Initial public consultation with local residents on sea front proposals to understand public perception and aspirations for the sea front.
- Discussions with other regional Local Authorities with completed or on-going seaside regeneration projects to understand their approach, (successful or otherwise).
- Discussions with Hartlepool Marina management team to identify any potential for link up with Seaton Carew.
- Review of relevant national case studies to assess approach taken to seaside regeneration in other locations.

5. ANALYSIS OF THE EXISTING OFFER

Seaton Carew is located approximately two miles along the coast from Hartlepool and as such, no major retail outlets exist or are required from an economic point of view as these are provided within the town centre offer at Hartlepool. There is a Sainsbury convenience store on the edge of the town at Seaton Lane close to the train station, and also a small parade of independent retail shops on Elizabeth Way serving the local community. The remainder of the retail offer in Seaton Carew is predominantly tourism based with some independent small businesses. The town of Seaton Carew plays an important role in tourism terms for Hartlepool Borough, being one of the three key attractors that exist along with the Headland and Hartlepool Marina and as can be expected from a seaside town, the sea front itself is dominated by services and retail offers that are based upon and targeted at a visitor economy.

The main 'anchor' at the centre of the seafront is an amusement arcade run by the Nicholls family and this fronts onto the main road and stretches across a number of buildings that have been linked over a period of time. The complex also incorporates a café/restaurant and the buildings in the ownership of the family have benefitted from major investment in recent years resulting in a leisure offer that is very tidy in appearance, welcoming, well laid out and overall it is a key element of the overall offer at the seafront that plays an important role in the towns visitor economy. The arcade however sits directly opposite the derelict Longscar building and this prevents it from having an outlook directly onto the beach and promenade.

Surrounding the amusement arcade are numerous other small businesses and retail outlets that support the visitor economy and occupation rates within properties along the seafront is very high with no vacant units existing at the time of writing this report. Take up of vacant units has also been very good given the economic conditions, through 2012 with the three main vacant properties along the sea front having been occupied and refurbished, and the Seaton Hotel, (which has a public bar), also closing but reopening fairly swiftly.

The remainder of the retail offer at the seafront is made up of cafes, fast food takeaway outlets, gift shops, ice cream parlours, sweet shops and hotel accommodation, with some of these operators having been there for a considerable length of time. None of these existing businesses benefit particularly from a direct link onto the promenade and beach however due to the dominance of the derelict Longscar building that occupies a central site on the seafront, with the exception of the Marine Hotel. No public house has existed along the sea front since the closure of the Longscar building in 2008.

Further afield, Seaton Carew has a number of additional accommodation providers in the form of guest houses, bed and breakfast accommodation and a further hotel to the North called 'The Staincliffe' which also offers a restaurant and bar/grill. On the exit from Seaton Carew at its Northern extent is a small satellite retail building offering fish and chips, bar/grill and Indian restaurant, although the latter is fairly inconsistent in terms of open periods.

6. SUMMARY OF BUSINESS & PUBLIC CONSULTATIONS

Consultation with local businesses.

Two approaches were taken to engaging with the local business community and traders and these were to firstly hold an open meeting with parties interested in discussing the proposed regeneration of the sea front and to also solicit feedback from accommodation providers via a questionnaire.

A copy of the invitation to attend the meeting at the Marine Hotel, and the template for the questionnaire circulated are attached to this report.

These approaches were taken to primarily get input from those traders along the sea front that could provide an insight into current economic activity in the town along the sea front, and also to establish the demographic of visitors, any trends in visiting patterns and any issues effecting or blocking the progression of the visitor economy and vitality of the sea front.

In summary, the following points were made by all those who attended a meeting at the Marine Hotel on 29th August 2012 as being the most pertinent of all those raised:

- The main attractors of the town at present are the beach, the flat play areas and landscaped zone to the North of the seafront and the safety of the promenade in comparison to other similar locations where waves can spill directly onto the public realm.
- The visitor profile of the town is primarily family led during weekends and school holidays over the Spring/Summer period; however there is a lack of leisure attractors targeted at this market.
- During the autumn and winter many businesses operate seasonal or restricted business hours.
- Older visitors represent the predominant visitor type in the weekdays during school term times and over the Autumn/Winter.
- The average dwell time is low unless the weather is very good.
- Saltburn and the on-going regeneration of Redcar represent the main threats to the vitality and attraction of Seaton Carew.
- The Longscar building is a major detraction from the appeal of the seafront and promenade and has a major impact on the perception of the town; it is very imposing, unsightly and obtrusive.
- Former crazy golf provision behind the bus station was a successful enterprise but lack of investment and maintenance led to its demise and closure.
- Trade for shop owners along the seafront during 2012 was impacted upon significantly by the adverse weather, although March was very buoyant due to the good weather in that month.
- The reduction in bus services has resulted in no service in or out of the town after 7pm on weekdays or at anytime on weekends, which limits accessibility for some potential visitors. (Sundays have since been reinstated)

- The annual fireworks are the only permanent fixture in the calendar; there are no other regular events to attract visitors.
- The Council allows outside mobile catering to operate on the night of the fireworks or in support of other one off events, which impacts on the existing food businesses.
- The seafront would benefit from links to the Headland and the nearby Marina.
- There are no shelters or decent toilet facilities along the seafront, these are vital in creating an appropriate seafront offer.
- Car parking at the centre of the seafront needs to be maintained as it is key in attracting people.
- Signage to the town in the wider Hartlepool, A689 and A19 corridor is poor.
- Flora, fauna and lighting as part of a high quality public realm at the heart of the seafront would improve the offer, appearance and attraction of the town immensely.
- The visual impact of the Longscar building is extremely detrimental to the overall attraction of Seaton Carew, it is all people remember and any new visitors always ask what is happening with it.
- There is limited public house provision at the seafront.
- Educational activity and heritage/history events linked to the Marina and Jacksons Landing would generate term time activity.
- More attractions and a sustained programme of events would be welcome by all trades.
- Additional restaurants and cafes would not be unwelcome once an increase in visitor numbers is secured, they can thrive off each other by providing a 'return visit' opportunity for visitors.

Feedback from questionnaires circulated to accommodation providers.

Of the questionnaires circulated to the various accommodation providers of Seaton Carew and the wider Hartlepool area, seven replies were received. The template for the questionnaire is attached to this report and in summary, the main points raised in response to each of the six key questions were:

1 . Visitors/Customers – What is your current makeup of visitors and has this changed over time?

The main source of visitors clearly comes from the business and contract market with some low levels of 'tourism' but these are generally people visiting friends or family.

2. Opportunities – Do you have any business or investment ideas for Seaton Carew that might address any current gaps in the market?

The responses to this question highlighted the following as possible opportunities:

- Things for families to do.
- Something that tells the history of Seaton Carew.
- Motorhome parking facilities.
- A skate park.

- Linking Seaton Carew to other attractors like the Mayfair development, Marina, Headland.
- Make public realm more family and pedestrian friendly.
- Create more outdoor activity through markets, events etc.
- Provide an indoor and outdoor activity balance.
- Create visually pleasant public realm and spaces.
- Bring back beach huts/cabins.
- Reinstate paddling pool and outdoor activities for children and families.
- Create a link with the beach, bring activity onto it and link it into promenade.

3. Issues – Are there any generic issues currently facing Seaton Carew?

The following were all raised as current 'issues' facing Seaton Carew.

- The long term dereliction of the Longscar building.
- The concentration of the activity at the Marina that Seaton has no counter offer to.
- Lack of signage to car parks.
- No activity exists on the beach.
- Groups of youths hanging around the arcade and Longscar at night.
- The buildings opposite the bus station do not provide a good first impression of the town.
- There are not enough activities for younger children.
- There is no wet weather provision. If it rains, then the town shuts down.
- Parking charges.
- Underage drinking around the seafront and Longscar at night has been a problem for many generations now; there is nothing for the kids to do at night.

4. Strengths – What are Seaton Carew's strengths for visitors?

The following were all highlighted as strengths of the town by respondents:

- The beach.
- Existing mix of restaurants.
- The promenade.
- Seaton Park.
- The golf club.
- Fish & chips.
- The walk along the promenade to the Marina and back.

5. Ideas – Is there one single thing that would raise the visitor profile of the area?

The following were all raised as ideas by respondents as to how Seaton Carew could create a better visitor profile:

- Indoor facilities for families.
- Trams.
- Pier.
- More art and creative industry activity, (like Saltburn).
- Changing facilities for the beach.
- A visitor centre telling the history of Seaton Carew.
- Sheltered seating along the promenade.
- A link between the promenade and beach with activities and changing rooms.
- Something to shield the view of industry to the south when on the beach.
- Children's play area, crazy golf, multiple activities for families in the centre of the sea front.
- An outdoor swimming pool.
- Open spaces.
- An adventure play park.
- Some form of indoor activity for wet weather.
- A small shop selling beach related products, (towels, buckets, spades etc).
- Some form of train ride or horse and cart along the promenade.

6. Performance – Has business turnover/profitability increased/decreased/stayed the same over the last 12 months?

All respondents to the questionnaire reported that business has been consistent and stable and in some cases very good and increasing. Given the fact that the large part of the client base for many respondents is business/contract based, (clearly linked to the petro-chemical industries at Seal Sands), this is possibly more of a reflection of an increase in economic activity there.

Consultation with the residents of Seaton Carew.

In July 2012 a consultation event was held at the current Elizabeth Way community facility that is to be developed for housing as part of the overall regeneration scheme. The events was run over one full day and one additional evening and both plans of the proposed residential development of Elizabeth Way and a draft proposal for the seafront were presented, (as attached to this report).

Questionnaire sheets were available on the day to be completed and also online for submission and 97 responses were received in total. Publicity from the event was generated through Hartbeat, The Hartlepool Mail and Hartlepool Radio and a focused letter drop to houses surrounding the Elizabeth Way site.

The questionnaire specifically asked for feedback from members of the public in relation to three key questions on an 'agree or disagree' basis. These were as set out in the table below, and the responses received are categorised in numerical terms.

Question	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Don't Know	No Response
i) There is a need to improve the appearance and attractiveness of The Front, Seaton Carew	8	1	3	24	54	1	6
ii) There is a need to address the problem of the Longscar Building	7	1	2	7	72	1	7
iii) The development of small scale retail or café/restaurant business units at The Front in Seaton Carew will attract more visitors.	9	10	15	30	21	4	8

(Numbers relate to actual responses)

Summary of Responses.

- i) When asked how they felt about the need to improve the appearance and attractiveness of The Front 80% either agreed or agreed strongly.
- ii) 81% of people agreed or agreed strongly that there was a need to address the problem of the Longscar building
- iii) 52% of respondents agreed or agreed strongly that small scale retail or café/restaurant business units on the site of the Longscar will attract more visitors. 15% neither agreed nor disagreed and 19% disagreed or strongly disagreed.

General Issues raised by the public in relation to the proposed seafront redevelopment proposals.

- Restriction in bus service. Bus services to/from Seaton Carew finish at approximately 6/7pm and no buses run on Sunday, (although Sunday services have subsequently been reinstated)
- There are no facilities for people with learning needs in Seaton Carew or people wanting to live independently. Having to use facilities elsewhere in Seaton Carew is difficult with a restricted bus service.
- Creation of a 'Kids Bar' & Skate park should be introduced in Seaton as part of the plans.
- Car Parking – Car parking needs to be retained at coach park. If the Longscar site is redeveloped then this may attract more cars investigate possibility of additional car parking outside Seaton on Coronation Drive.

- Events space – How will this be managed can a programme of events be developed or facilitated by HBC
- Whatever is delivered at The Front must be maintained and have an ongoing maintenance programme.
- Holy Trinity Church could add to the mix of attractions at Seaton Carew. Its proximity to The Front could provide a different offer to the amusements/chip shop attractions, quiet space, historical interest etc.
- Extra seating should be incorporated into any plans developed. Additional seating for the promenade along Coronation Drive but also within the heart of the proposed development. Picnic areas with tables should also be incorporated in suitable parts of both areas.
- Additional amenities (in the Park) i.e. Scooter park/bike or roller skates/skate park, as part of a mix of facilities to keep people in Seaton Carew for longer.
- The development at The Front needs to be family orientated and any buildings need to be in keeping with the existing built environment.
- Paddling Pool should be retained.
- There should be an element of covered sitting in the plans for when the weather is bad.
- Consideration should be given to retaining open views once the Longscar is gone
- Don't need more shops/cafes on site of Longscar as there are already some empty units in Seaton.
- Any additional attractions need to be covered or all weather to keep visitors coming all year.
- Could a fairground be re-introduced to Seaton, swimming baths, skate park, child's indoor play area like Mr Twister's. Outdoor gym equipment.
- Limit should be placed on the height of buildings at the seafront buildings should be in keeping with existing landmarks and commercial units.
- The Longscar site should be landscaped instead of replacing it with more units which will be competition for existing businesses.
- Enough open green space should be retained in the park for the use of young people and ball games.
- Solar powered or wind generated illuminations along the promenade.
- Could car parking be incorporated into the Longscar site development for people to park up and look out to sea.
- Historically there was a band stand at Seaton Carew on The Front, could this be replaced and worked into the proposals.
- The tower and amenities building suggested as part of the plans for The Front, near Station Lane, should be reconsidered.
- Outdoor five aside pitches, basket ball court etc should be incorporated into the scheme at The Front. This will attract more visitors to Seaton Carew.

7. DISCUSSIONS WITH OTHER 'SEASIDE' REGIONAL AUTHORITIES & ORGANISATIONS.

There are a number of similar towns in the region that have experienced decline and regeneration to differing degrees and given the proximity of these to Seaton Carew, it was felt that it would be appropriate to engage with those individuals that have been involved in these projects to help gain an understanding of how they approached their projects.

Redcar seafront regeneration programme.

Redcar Council was chosen as the first Local Authority to engage with as they have a physical seaside regeneration scheme at an advanced stage of delivery, this being at Redcar itself. A meeting took place with the Special Projects officer Mark Hopgood and also the Economic Development and Regeneration officer Adrian Watson in August 2012.

Redcar is a project that has taken some 15 years plus to get to the stage it is currently at. It is interesting as it is very similar to Seaton Carew in many respects as it had, at its very beginning, a derelict nightclub building occupying a key site along the seafront, on the promenade side with very little other development around it. (This is now the site of the 'vertical pier').

Initially the project was a sea defence renewal project with no real commercial focus. Once this was largely secured and underway, the decision was taken to look at the seafront as a wider area and a first phase landscape led scheme was brought forward that focused on the towns Victorian past. At this time the project had no real regeneration strategy however in 2007, having started a process of building relationships with local businesses, the decision was made to purchase the former Leo's nightclub building as it was clear from the vast majority of discussions with the local traders and community, this was the biggest issue and all people really talked about when they visited Redcar. Occupying a key gateway site on the seafront, the site was subsequently demolished and redeveloped into an outdoor performance space as part of the landscaping programme.

Following on from this, work was started on developing a broad regeneration masterplan across the whole borough. Economic data, average spend and visitor numbers were assessed as part of this and this included canvassing 14,000 people for not just comments, but also ideas. This work identified that one of the key drivers for the borough was the creative industries economy, which came as a surprise to many but none the less this was embraced through the subsequent seafront masterplan drawn up as a follow on from the borough wide work.

At the seafront, and following on from the purchase of Leo's nightclub, an initial strategy was drawn up that focused first and foremost on winning businesses over and helping them to thrive, revitalising old stock and making further key interventions along the sea front. The results of the borough wide masterplan were then focused upon in a specific seafront masterplan and this included for a design competition that invited architects, (internationally), to submit proposals for the redevelopment of key sites at the seafront that would be the focus of activity. This was run in tandem with continued

monitoring of economic and visitor data as the seafront regeneration advanced through its various stages to ensure commercial viability was secured through the delivery of appropriate development to meet demand and increase economic activity. The result of all of this work is that the seafront at Redcar has recently seen a £10m project delivered that is based on high quality public realm, exceptional sea defences and commercial activity that provides natural attractors to those people that fall within the key driver category identified through the borough wide masterplan, i.e. the creative industries. The focal point of this activity is at the Hub which provides accommodation for creative people, be it permanent office space or studio space for artists. Pods, hot-desking and virtual space facilities are also available for fledgling businesses who will benefit from being in a supportive atmosphere with other like minded people.

The Hub is however complemented by the relatively infamous ‘vertical pier’, which was created to be an attractor to the visitor economy and this will form part of a diverse offer that will broaden economic activity and increased overall footfall, turnover and visitor numbers to Redcar. The pier will house shops, cafes and a viewing platform and is due to open fully later this year.

South Shields regeneration programme.

The second project that was focused upon in the region was that of South Shields and in particular the regeneration and transformation that has taken place around the Bents Park and seafront area since the late 1980’s. A meeting took place on 11th October 2012 with Richard Jago of South Tyneside Borough Council, who has worked closely with the project from day one and is still involved in its on going management and delivery.

In the late 1980’s the area around Bents Park and South Shields seafront was chosen by the Council to be a key focal point in their drive toward reinventing the borough and town as ‘Cookson Country’ following the prolonged decline of the shipyards and other industrial activity along the Tyne. Commercial activity was reasonably steady at this time as South Shields has a long standing permanent fun fair and large amusement arcade complex that sits directly between the beach and Bents Park, one of the main green open spaces in South Tyneside. Footfall was not however what it once was and a pattern of decline was beginning to emerge that the Council sought to address before it become a major issue.

Given that much of the required commercial and leisure infrastructure was already in place, the regeneration of the seafront at South Shields became a project focused primarily at increasing visitor numbers and in 1989 the first Cookson Festival was staged over a three month period across the borough, which provided an opportunity to start this process. A new 1500 capacity amphitheatre was constructed directly adjacent to the beach and also one of the main car parks along the seafront and this was linked to the promenade that runs along the full stretch of the beach all the way to the aforementioned pleasure park.

This events based regeneration has been carried forward from that day on and today South Shields seafront hosts six major events per summer in Bents Park where major international recording artists perform free open air concerts funded by the local authority. These attract some 70,000 plus visitors alone and the economic activity created by these events provides ample 'payback' to the Council for their investment. Numerous supporting events, family fun days and various music 'festivals' also take place over the spring and summer along the beach, in the amphitheatre and at Bents Park.

The success of the events from the very first Cookson Festival gave access to sponsorship, grants and funding to pay for further small regeneration and intervention projects along the seafront. Private investment then followed during the 1990's and the Council themselves disposed of some small parcels of land to assist in the delivery of this investment. These private sector developments have included children's soft play, ten pin bowling, two public houses that still run well today in addition to a third long established bar on the seafront. Two small caravan parks were also sold off to private companies who have improved them immensely and the Sea Change fund delivered £2.3m of grants to refurbish the central promenade with seating, landscaping and high quality public realm.

As a result of this events based approach to regeneration, South Shields has seen significant increases in footfall and average spend. The continued review of the programme has seen the focus of events alter from being variety based to more contemporary music events that have allowed the seafront to move with the times. This has resulted in private sector investment finding its own level and place at the seafront and South Shields now has an attractive compact area offering a variety of activities, events, an excellent park, fun fair, public houses and a promenade, all of which compliment and interact with the beach.

In essence, regeneration has taken place because of the events as these have allowed South Tyneside Council to demonstrate numbers, real 'facts and figures', when applying for grants or attracting private sector investment to the area.

8. CONCLUSIONS & RECOMMENDATIONS.

The purpose of this report is to assess the existing 'offer' at Seaton Carew and identify opportunities that might exist for further commercial development at the seafront that would contribute positively to the regeneration aims and objectives and compliment the existing commercial activity.

It is clear from all the public consultation that there is a need to address a number of issues on the seafront at Seaton Carew and if done so in isolation they could improve the offer to individual degrees, however if done collectively in a logical manner the combined positive effect could be much greater.

The existing 'offer' at Seaton Carew is based upon a very traditional seaside format, with the beach being the central attractor to day visitor's, (primarily families), and the economic activity flowing from there into the restaurants, cafes, take away outlets, arcades and ice cream shops. The evidence base collated would suggest that on-going trade is acceptable enough to allow existing traders to survive but it can be seen from the feedback received in relation to the 2012 season that the volatile British weather impacts significantly enough to support the view that any new commercial development could potentially upset this equilibrium if not managed properly.

The visitor profile to the town is clearly identifiable as being families on spring/summer weekends and holiday times, and retired persons during weekdays over term time. Numbers are very much dependent on the weather at present as the main attraction of Seaton Carew is the beach and economic activity stems primarily from the combination of these visitor types and good weather, meaning commercially the town 'peaks and troughs'. The town suffers a significant downturn in activity on evenings due to the lack of bus services in and out of the town, and this also has a further effect over the weekend when bus services are also, surprisingly, very limited. Anti-social behaviour in and around the derelict Longscar building is also identified as an issue that will undoubtedly have an impact upon visitor numbers on evenings given the prominent location of this site at the centre of the seafront.

New private sector investment in existing vacant units has been forthcoming over 2012 however this has not necessarily had time to bed into the existing economy and given that the project should support and make the existing trade a key driver of economic regeneration, there is a strong argument to suggest that even well managed commercial development at this time could still impact on existing trade as visitor numbers are not high overall or consistent enough in general unless prolonged good weather is experienced, which absolutely cannot be guaranteed in the United Kingdom.

The lack of a clear 'attractor' that complements the beach and links current economic activity to it and increases dwell time was a clear thread running through all of the trade and public feedback received. At present the seafront is dominated by a very unattractive derelict building, which in fact occupies a central position in relation to both the beach and the current economic heart of the seafront and this site could form a pivotal link between the two, also joining the seafront further with what is a very attractive promenade with excellent pleasure gardens to the North.

The experience of other local authorities at Redcar and South Shields is also very important to consider when assessing how this project should be approached commercially. In both cases the approach taken has been to primarily focus upon regeneration through increasing numbers of visitors by creating quality spaces that have an attraction, whether that be through commerce or events based activity. Increasing dwell time and thereafter average spend has then followed and this has driven economic regeneration via an organic model where commercial activity has been allowed to find its own level reacting to the demand that has been created and then supplying to it.

It is a very clear within the objectives of the regeneration project as set out in Section 3 of this report that the overall regeneration project must not impact on the existing commercial activity along the seafront. Having spoken with existing traders about visitor profile, trade levels and overall issues along the seafront, and taking into account the experience of other Local Authorities and public comments, it is felt that at this time there is not enough evidence to support a view that immediate commercial development is required along Seaton Carew seafront.

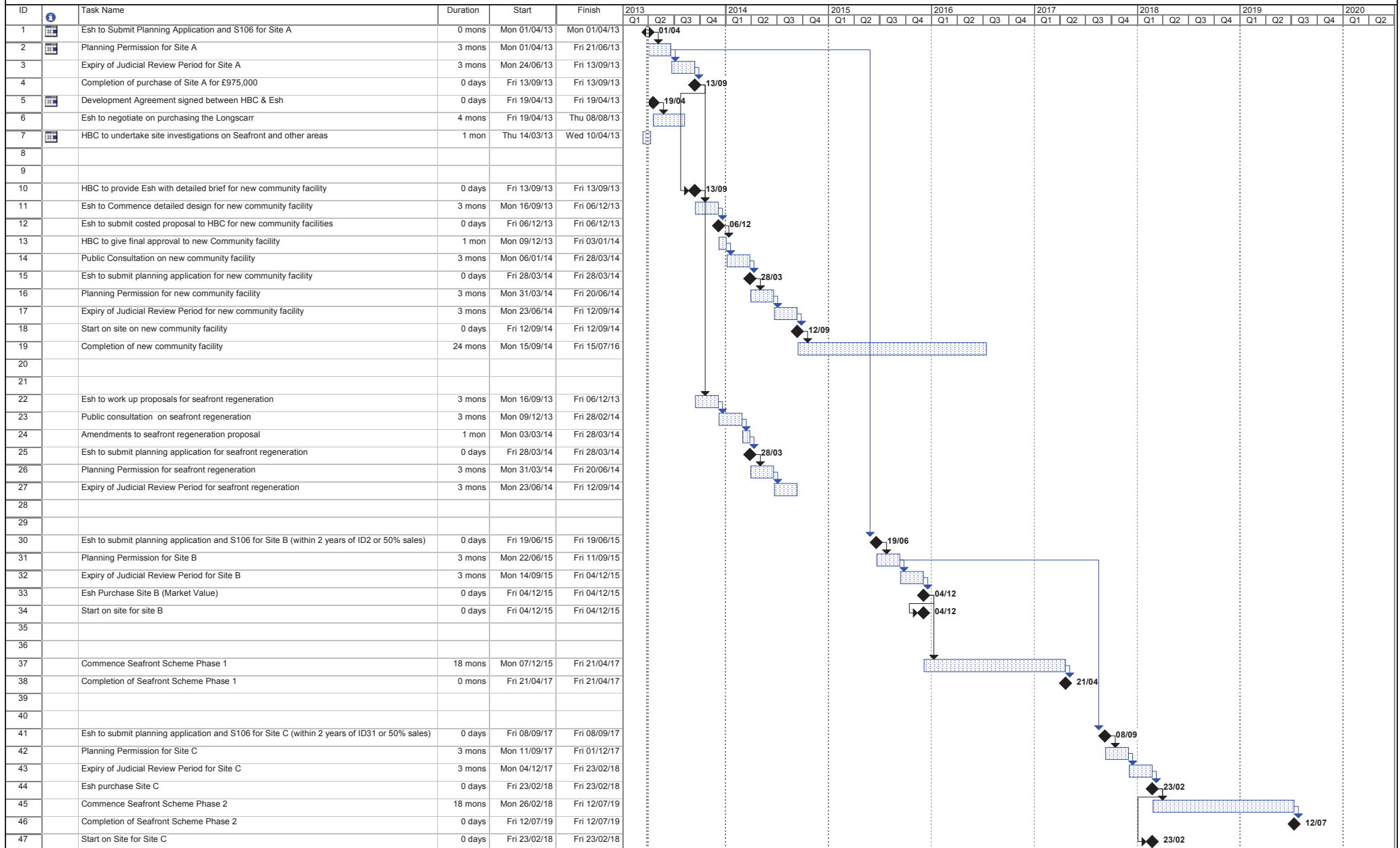
The current commercial offer at the seafront is considered to be very fit for purpose, but it can be concluded that the actual built environment and public realm is seen by the public, traders and visitor's as the main obstacle to regenerating the economy of the seafront. The physical regeneration of the Longscar site along with Council land would allow for a significantly better offer to be made to potential and returning visitors, with a public realm development being brought forward to realise this and help link the beach with the current commercial heart of the seafront. This would allow for a more attractive child friendly environment to be provided that would appeal to families and this in itself would increase visitor numbers, dwell time and average spend. An events programmes along the seafront would also help to support this drive to increasing visitor numbers and the delivery of flexible spaces that can be used for many different purpose would also be beneficial, thus allowing a broad programme to be tested to help establish what the key drivers are to continue to promote Seaton Carew's to its captive market. This would help to create a stronger visitor profile and patterns of trend and thus allow further commercial development to be appropriately targeted at the right sectors of the market.

Clear economic opportunities will exist in the future if this approach to reinforcing the offer at the seafront is taken, and in this regard initial physical regeneration should therefore not preclude any potential further development. A phased approach to delivery would therefore be advised as this stage that addresses the immediate issues surrounding the dereliction of the central Longscar building and the overall quality of the public realm as an appropriate attractor to visitors. This should then be supported by an events and marketing programme to reinforce Seaton Carew as a destination and create additional visitor numbers.

Once this has been achieved over a seasonal period a more detailed market analysis to inform the development of any required commercial, leisure and retail aspects of the proposals for the seafront can be undertaken. This could also include for consultation with visitors to expand the evidence base. The results of this market analysis will provide a much more detailed picture for a commercial strategy to be

derived for a phase two proposal at the seafront. An assessment of potential income streams, the risks to the council and a timetable for implementation could also be established. This would allow for the assessment of the viability of required commercial development in Seaton Carew and appraise appropriate delivery models to ensure the long term sustainability of the proposed developments. This market assessment and feasibility work would also allow a determination of the appropriate scale and nature of these additional developments but most importantly, the two phase approach would allow physical regeneration to take place and for the existing commercial businesses at the seafront to flourish and spearhead the economic regeneration of the town in the first instance.

Appendix 3- Seaton Carew Development Agreement Timescale



APPENDIX 5



Proposed Layout Plan
1:1000 @ A1



Site Map NTS @ A1



Potential Multi-Functional Event / Picnic Area




Potential for Fabric Shelters - Event Areas / Market Square / Skate Park



Potential Timber Screening to Market Square
(Indicative Sketch Only)



Suggested Hard Surface - Flag / Sett Paving
to match other sea front improvements

A	Revised layout and amended annotations Initial issue for comments		yes	EL	RS.	09.01.17
Rev.			yes	EL	RS.	26.02.17
Init.		CDM.	By.	Chk.	Date.	
Proj.	Seaton Carew		LOC.			
Client.	Borough of Hartlepool Council					
Dwg.	Phase 1 Landscape Layout Plan					
Scale.	1:1000 @ A1	Date.	Feb. 2013			
Drawing No.	752/PA/1/01	Rev.	A			
		Tel:		0191 451 0034		
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		Email:		studio@southerngreen.co.uk		
		Address:		221 Durham Road Ness Field Leeds LS15 7JG		

CABINET REPORT

15th April 2013



Report of: Director of Regeneration and Neighbourhoods

Subject: COMMUNITY POOL CATEGORY 4 GRANT ALLOCATIONS 2013/14

1. TYPE OF DECISION/APPLICABLE CATEGORY

1.1 Key Decision (test (i)/(ii)) Forward Plan Reference No. RN9/13

2. PURPOSE OF REPORT

2.1 The purpose of the report is to outline the level of grants recommended for allocation to Voluntary and Community Sector Organisations through Category 4 of the Community Pool for 2013/2014. The report also outlines the proposed level of funding available for Category 5 grants. A decision is sought from Cabinet on these proposals.

3. BACKGROUND

3.1 Following the review of the Community Pool in 2011/12 the approach towards commissioning of the budget for 2012/13 has been significantly different to that which was taken in previous years. As reported and agreed by Cabinet previously the overall value of the Community Pool Grant Fund for 2012/2013 was £403,000 and was allocated against the following five categories:

- Category 1 – The provision of universal welfare benefits and advice;
- Category 2 – The provision of universal credit union support;
- Category 3 – Capacity and resource building in the Voluntary and Community Sector (VCS);
- Category 4 – The provision of universal specialist support; and
- Category 5 – The provision of development / investment.

3.2 A formal procurement process was undertaken to award Categories 1, 2 and 3; the level of expenditure for these three categories is £251,203, and was

agreed by Cabinet on 19th March 2012. Following this, the level of budget available for Categories 4 and 5 is a total of £151,797.

- 3.3 The original intention was to split the remaining budget equally between Categories 4 and 5; however it was agreed at Cabinet on the 19th March 2012 that the decision on allocating funding to each category should be postponed in order to assess the level of interest in Category 4 grants. In addition to this, there is £40,645 remaining from the 2011/2012 allocation; this is an amount that is currently in reserves and has historically been carried forward.
- 3.4 In April 2012, 19 applications for Category 4 were received leaving the available budget oversubscribed by almost £250,000; 9 organisations were successful in securing funding through this grant stream as agreed at Mayor's Portfolio on 21st May 2012, totalling £151,529. The budget allocated to Category 5 consisted of the small amount of unallocated Category 4 funding, a reserve from 2011/12 which was able to be utilised this financial year and inflation on the original budget which was not part of the original allocation, totalling £52,863.
- 3.5 In addition to the 9 grants approved through Category 4, one development and investment grant and four emergency grants have been approved in 2012/13; with the level of funding available remaining at the end of the financial year at £17,043. Officers have been monitoring the budget and the Council's finance department has been regularly updated about the expected level of carry over of the reserves.
- 3.6 Given the changes to the management of the Community Pool in 2012/13, a review was undertaken of the processes used to implement the grants programme and suggested improvements were reported to Cabinet in January 2013. It was agreed that a number of changes to the process and application framework would be implemented to ensure that these reflected the key lessons learnt from the delivery of the programme in 2012/13.
- 3.7 Key changes agreed included:
- Introduction of a maximum grant for Category 4 of £15,000;
 - Reduction in the maximum grant through Category 5 to £5,000; and
 - Changes to the assessment and approval processes, intended to strengthen Community Pool procedures.
- All grant literature and guidance was updated following the implementation of these changes and all VCS groups were written to notifying them of proposed changes to the grants programme. In addition, Hartlepool Voluntary Development Agency (HVDA) organised an information and training event specifically on the changes to the Community Pool; this opportunity was advertised to all VCS organisations and provided an opportunity for groups to ask Council Officers about the grants programme and process.
- 3.8 In addition to the proposed changes, Cabinet also agreed that the split of the budget for 2013/14 would be to allocate up to £150,000 to Category 4 and

any remaining reserve plus inflation would be allocated to Category 5. The overall budget for the 2013/14 for the Community Pool will be the same as that for 2012/13 with a slight increase due to inflation; confirmation of this amount is yet to be announced. Following satisfactory project delivery (monitored through the contract management process), the contracts for Categories 1, 2 and 3 have been extended for an additional year, and this was an option built into the contract terms.

4. PROCESS

- 4.1 As in the previous financial year, the Community Pool Grants Programme for 2013/14 is open to applications from all VCS Organisations in Hartlepool, with set eligibility criteria for both Categories 4 and 5. Applications to Category 5 can be submitted at anytime however Category 4 which is for core funding towards the delivery of specialist and support services is only allocated on a yearly basis.
- 4.2 The deadline for Category 4 was 5pm on Friday 8th March 2013. 20 applications were received totalling £263,072, an over-subscription of £113,072. As in the previous year, demand for these grants is high and given the levels of funding available disappointment to some interested parties would be unavoidable.
- 4.3 Due to the level of funding requested being in excess of that available, a thorough assessment process was undertaken by a panel of officers with representation from Neighbourhood Management, Corporate Procurement Team and Child & Adult Commissioning Team. Applications were considered and scored (a possibility which was specifically outlined in the application guidance) against the information provided in the application forms and a weighting was applied to effectively illustrate how well the organisation linked between the service they provide with the aims of the Community Pool which is *'The key aims of the Community Pool is to support the VCS to undertake activities and projects that clearly reflect the aspirations, aims, objectives and priorities of the Council's Community Strategy, Child Poverty Strategy, Voluntary and Community Sector Strategy as well as the work of the Financial Inclusion Partnership.'*
- 4.4 All applications were fully considered and scored, however two applications were received after the deadline outlined in Section 3.2, and were therefore deemed exempt from the full application process. In addition, a further application is a duplication of a service that is due to be commissioned by the Council; therefore this application will also be excluded from the process as a tendering procedure for this service is due to commence imminently.
- 4.5 Following scoring, the applications were ranked and it is suggested that funding is allocated to those organisations scoring the highest until the budget allocated to Category 4 is expended, with allocations reflecting the total amount requested, up to a maximum of £15,000.

5. PROPOSALS

- 5.1 Details of the applications received and recommendations for approval following the completion of the consideration process outlined in Section 3 can be found in the confidential **Appendix Number 1. This item contains exempt information under Schedule 12A Local Government Act 1972 (as amended by the Local Government (Access to Information) (Variation) Order 2006) namely 'Information relating to the financial or business affairs of any particular person (including the authority holding that information)' (para 3)**
- 5.2 The level of funding recommended for approval is £148,087; this would support 11 of the 20 applications, supporting a further VCS organisation in comparison to 2012/13. It is suggested that the remaining budget, £1,913 is allocated to Category 5 along with the remaining reserve of £17,043 and inflation, £10,348. This level of budget allocation will enable the allocation of at least 6 grants as Category 5 grants are capped at a maximum of £5,000 from April 2013 onwards (as outlined in Section 3.7).

6. FINANCIAL CONSIDERATIONS

- 6.1 To safeguard the Council's investment and minimise risk, it is recommended that where grant aid is approved, the frequency of payments should be determined on a case by case basis dependent on the level of grant and purpose of the funding. In all cases it is proposed that an element of the grant funding is paid in advance to support the projects.
- 6.2 A thorough monitoring process will be undertaken with all successful applicants to ensure that the projects are performing as expected. The frequency of monitoring and performance management will be determined on a case by case basis, the detail of which will be set out in individual offer letters ensuring that organisations are aware of monitoring requirements from the outset of the project.
- 6.3 This approach will highlight successes within the local supply base, but will primarily allow the Council to monitor the impact of service provision within the VCS in the robust manner.

7. SUPPORT

- 7.1 As last year, further advice and guidance will be available for all organisations that are unsuccessful in securing funding through Category 4. Both the Community Regeneration and Development Team and the VCS Infrastructure Organisation who have been commissioned to deliver a Capacity and Resource Building service through Category 3 will be able to

offer advice and guidance as well as signpost to training opportunities ensuring that organisations receive the support required.

8. EQUALITY AND DIVERSITY CONSIDERATIONS

- 8.1 The Community Pool Grants Programme is open to all Voluntary and Community Sector (VCS) Groups in Hartlepool, and the Category 4 application framework is considerate to Equality and Diversity implications’.

9. SECTION 17 OF THE CRIME AND DISORDER ACT 1998 CONSIDERATIONS

- 9.1 There are no implications under Section 17.

10. RECOMMENDATIONS

- 10.1 Cabinet are asked to:

1. Note the process undertaken to consider applications for Category 4.
2. Approve the recommendations for allocating grants in Category 4 as set out in **Appendix 1. This item contains exempt information under Schedule 12A Local Government Act 1972 (as amended by the Local Government (Access to Information) (Variation) Order 2006) namely ‘Information relating to the financial or business affairs of any particular person (including the authority holding that information)’ (para 3))**
3. Note the projects not recommended for approval as outlined in **Appendix 1. This item contains exempt information under Schedule 12A Local Government Act 1972 (as amended by the Local Government (Access to Information) (Variation) Order 2006) namely ‘Information relating to the financial or business affairs of any particular person (including the authority holding that information)’ (para 3))**
4. Approve the use of £1,913 unallocated Category 4 budget to Category 5.
5. Note the flexibility proposed in the payment and monitoring of Category 4 projects.
6. Note the proposed support arrangements for unsuccessful applicants.

11. REASONS FOR RECOMMENDATIONS

- 11.1 Recommendations have been made in line with the processes and changes agreed by Cabinet on 7th January 2013, improving on the framework used and lessons learnt from 2012/13. This report summarises the process undertaken to make recommendations for funding.

12. APPENDICES AVAILABLE ON REQUEST, IN THE MEMBERS LIBRARY AND ON-LINE

- 12.1 Not applicable. **Appendix 1 attached. This item contains exempt information under Schedule 12A Local Government Act 1972 (as amended by the Local Government (Access to Information) (Variation) Order 2006) namely 'Information relating to the financial or business affairs of any particular person (including the authority holding that information)' (para 3))**

13. BACKGROUND PAPERS

- (i). Item 5.1 from Cabinet on 21st November 2011.
- (ii). Minutes from Cabinet on 21st November 2011.
- (iii). Item 6.1 from Cabinet on 6th February 2012.
- (iv). Minutes from Cabinet on 6th February 2012.
- (v). Item 5.1 from Cabinet on 20th February 2012.
- (vi). Minutes from Cabinet on 20th February 2012.
- (vii) Item 5.12 from Cabinet on 19th March 2012.
- (viii) Minutes from Cabinet on 19th March 2012.
- (ix) Item 1.2 from Mayor's Portfolio on 21st May 2012.
- (x) Minutes from Mayor's Portfolio on 21st May 2012.
- (xi) Item 5.1 from Cabinet on 7th January 2013.
- (xii) Minutes from Cabinet on 7th January 2013.

12. CONTACT OFFICER

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CABINET REPORT

15 April 2013



Report of: Assistant Director, Child & Adult Services
(Performance & Achievement)

Subject: OFSTED SCHOOL INSPECTION UPDATE, AUTUMN
2012 & SPRING 2013

1. TYPE OF DECISION/APPLICABLE CATEGORY

Not applicable, report for information.

2. PURPOSE OF REPORT

- 2.1 This report is to update the Cabinet on the outcomes of OFSTED inspections of schools in Hartlepool since the introduction of a revised OFSTED inspection framework in September 2013.
- 2.2 The report will also update Cabinet on the progress towards ensuring that every pupil in Hartlepool attends a school judged by OFSTED to be Good or Outstanding by September 2015.

3. BACKGROUND

- 3.1 OFSTED introduced a revised school inspection framework in September 2012. The aim of the revised schedule was to ensure that all schools in England are judged to be Outstanding (Grade 1) or Good (Grade 2). Any school judged to 'Require Improvement' (Grade 3) will be 'supported' by OFSTED to improve quickly. Schools judged to be 'Inadequate' (Grade 4) will be monitored by OFSTED half-termly.
- 3.2 Other features of the revised framework included:
- a focus on pupil progress from different starting points
 - outstanding schools must have outstanding teaching
 - an emphasis on the effectiveness of the Governing Body
 - scrutiny of the Local Authority's involvement with the school
 - reduced notice of inspection (midday the day before)
 - Grade 3 'Satisfactory' changed to Grade 3 'Requires Improvement'.

4. OUTCOMES

- 4.1 Ten Hartlepool schools have been inspected by OFSTED since the introduction of the revised schedule in September 2012. The table below provides further detail:

SCHOOL	DATE	PREVIOUS INSPECTION	2012/13 INSPECTION OUTCOME	
Ward Jackson	Sep 2012	GOOD	GOOD	↑
St Aidan's	Jan 2013	SATISFACTORY	REQUIRES IMPROVEMENT	↔
Golden Flatts	Jan 2013	SATISFACTORY	GOOD	↑↑
St Helen's	Feb 2013	SATISFACTORY	GOOD	↑↑
St Hild's	Feb 2013	SATISFACTORY	REQUIRES IMPROVEMENT	↔
Seaton Carew Nursery	Feb 2013	OUTSTANDING	REQUIRES IMPROVEMENT	↓↓
Sacred Heart	March 2013	GOOD	OUTSTANDING	↑↑
Catcote	March 2013	GOOD	GOOD	↑
Greatham	March 2013	GOOD	GOOD	↑
Owton Manor	March 2013	SATISFACTORY	GOOD	↑↑

- 4.2 Only one inspection (Seaton Carew Nursery) resulted in a lower judgement than in the previous inspection. St Aidan's and St Hild's both remained at Grade 3 and the Local Authority continues to work closely with all three of these schools to bring about rapid improvement in order to obtain a Grade 2 outcome when re-inspected in the next 12-18 months.
- 4.3 The three schools that stayed at Grade 2 Good will be supported by the forthcoming Local Authority 'Good to Outstanding' development programme.
- 4.4 Four schools improved upon their previous grade. This is very encouraging given our stated target of every child attending a Good or Outstanding school by September 2015.
- 4.5 Currently, five primary schools are judged to be Grade 3 satisfactory / requires improvement. It is expected that three of these will improve to Good or better at their next inspection.
- 4.6 Currently, three secondary schools are judged to be Grade 3 satisfactory / requires improvement. It is harder to predict future inspection outcomes given the historic low pupil achievement outcomes related to these schools. The Local Authority is actively supporting these schools to improve rapidly.

5. ADDITIONAL DETAIL FOR EACH INSPECTION

5.1 Inspections 2012-13: What the School Does Well / Areas for Improvement

5.1.1 Ward Jackson September 2012 GOOD

What the school does well:

- Lively and engaging teaching ensures that the majority of pupils achieve well from very low starting points.
- The proportion of pupils attaining expected levels and above in reading, writing and mathematics is improving rapidly.
- Pupils who are entitled to the pupil premium, disabled pupils and those who have special educational needs often make outstanding progress across Key Stage 2.

Areas for Improvement

- There are inconsistencies in the procedures teachers use to develop younger pupils knowledge of the sounds that letters make.
- Attendance and punctuality are too variable.
- Senior leaders do not always act quickly and effectively to use the information they gather through their monitoring procedures to improve learning and progress.

5.1.2 St Aidan's CE Primary January 2013 REQUIRES IMPROVEMENT

What the school does well:

- Some teachers have high expectations and match work well to the abilities of pupils.
- The effective impact of leadership and management is leading to improved achievement. Standards in English and mathematics at the end of Year 2 and Year 6 improved in 2012.

Areas for Improvement

- Achievement requires improvement. This is because the higher-attaining pupils do not make sufficient progress, particularly in mathematics.
- Although teaching has improved, too much still requires improvement. Where this is the case, expectations are too low and pupils are not stretched so that they can make better progress.
- The headteacher and other leaders have not developed a rigorous enough approach to supporting those teachers whose performance requires improvement.
- Leadership and management are not good because improvements to teaching and achievement have not been rapid enough. This is because improvement plans do not have precise actions, targets and timescales

5.1.3 Golden Flatts January 2013 GOOD

What the school does well:

- Pupils achieve well in this rapidly improving school. Standards are rising and teaching is continuing to improve due to the school's commitment to ensuring every pupil does the very best that they can.

- Pupils continue to make good progress across the school. They leave the school in Year 6 with standards that are similar to what pupils achieve nationally, particularly in mathematics and reading.
- Teaching is good and sometimes it is outstanding. Teachers use questioning well to promote pupils' progress. Lessons have good pace and pupils are inspired to learn by enthusiastic teaching.
- The headteacher provides a clear vision and strong leadership. She is well supported by a skilful deputy headteacher and a committed team of teachers and governors. Together, they have successfully improved the quality of teaching and raised standards since the last inspection.

Areas for Improvement

- Standards in writing are not as good as in reading and mathematics
- Not enough teaching is outstanding. It does not always meet the needs of all pupils, particularly the more able

5.1.4 **St Helen's February 2013 GOOD**

What the school does well:

- Since the previous inspection, achievement, teaching and leadership and management have all improved as a result of the strong leadership from the senior team supported by other leaders and the governing body.
- From a well below starting point when they join the school, pupils make good progress to reach broadly average standards. This represents good achievement.
- Teaching is good and is sometimes outstanding.

Areas for Improvement

- There is not enough outstanding teaching across the school.
- In a few lessons in Key Stage 1 and Key Stage 2, planning does not always meet the needs of all pupils. This sometimes results in work that is too easy for some and too hard for others.

5.1.5 **St Hild's CE Secondary February 2013 REQUIRES IMPROVEMENT**

What the school does well:

- The hard work of senior leaders and governors has resulted in considerable improvements in the past two years. These include better examination results, better teaching and better use of assessment of students' work.
- Students' behaviour is good. They are attentive in lessons and work hard. They behave sensibly around the building at all times.
- Teaching in some subjects, such as history, geography, religious education and engineering, is very good.

Areas for Improvement

- GCSE results have been well below average for some time. Although they improved considerably in 2012, too few students achieved grade A*/A.
- The rate of progress students make is better than it was when the school was last inspected but it is still not good. In particular, the most-able students and students who have special educational needs do not make as much progress as similar groups do in other schools
- Some of the teaching is a little dull and uninspiring. At times it is not matched well to students' abilities or needs.

5.1.6 Seaton Carew Nursery February 2013 REQUIRES IMPROVEMENT

What the school does well:

- The acting leadership team has accurately assessed the school's strengths and weaknesses and have wasted no time in making significant improvements.

Areas for Improvement

- Some of the teaching is inadequate. This sometimes means that children are confused about what they are expected to do.
- Some children's achievement is not as good as it should be, especially in communication, language, literacy and early numeracy skills.
- Some governors are not as well placed to support and challenge the school as others.

5.1.7 Sacred Heart RC Primary March 2013 OUTSTANDING

What the school does well:

- When children enter they have skills that are just below those typically expected for their age but by the time they leave in Year 6 their attainment is substantially above the national average. This represents outstanding achievement.
- Teaching is outstanding. Lessons are well planned and many teachers use inspirational ways to capture pupils' interest.
- The leadership of the school is outstanding because the headteacher has developed staff to become effective leaders and managers of subject areas.

Areas for Improvement

- None

5.1.8 Catcote Special School March 2013 GOOD

- Report not yet published

5.1.9 Greatham Primary March 2013 GOOD

- Report not yet published

5.1.10 **Owton Manor Primary March 2013 GOOD**

- Report not yet published

6. RECOMMENDATIONS

- 6.1 Cabinet to note the contents of this report.

7. BACKGROUND PAPERS

Full copies of all the OFSTED reports referred to are available on the OFSTED website (www.ofsted.gov.uk)

8. CONTACT OFFICER

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