



### Brighton & Hove Seafront Economic Plan

1	Name of CCT	N/A	Brighton & Hove Seafront CCT
2	Single Point of Contact (SPOC)	Name Address Tel nos Email	Nick Hibberd Brighton & Hove City Council Kings House, Grand Avenue, Hove, BN3 2LS (01273) 293020 <a href="mailto:Nick.hibberd@brighton-hove.gov.uk">Nick.hibberd@brighton-hove.gov.uk</a>
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	
3 (b)	CCT Membership	Other partners and/or stakeholders to be involved.	<b>Brighton &amp; Hove Seafront Investment Team</b> Brighton & Hove City Council – City Regeneration, Planning, Transport, Sport & Leisure Brighton & Hove Tourism Advisory Board Visit Brighton Brighton Business Improvement District British Airways I360 Ltd

			<p>Standard Life Investments  Crest Nicholson / Starr Trust  Shoreham Harbour Port Authority  Brighton &amp; Hove Economic Partnership  Saltdean Lido CIC  Kemptown Society  Regency Society  Copsmill  Seafront Traders Association  Hoteliers Association  The Grand Hotel  Metropole Hotel  Conservation societies  Brighton &amp; Hove &amp; Lewes Downs Biosphere Board</p>
4	Accountable Body	Local Authority Contact name & details	<p>Nick Hibberd,  Acting Director, Environment Development &amp; Housing  Kings House, Grand Avenue, Hove, BN3 2LS  (01273) 293020  <a href="mailto:Nick.hibberd@brighton-hove.gov.uk">Nick.hibberd@brighton-hove.gov.uk</a></p> <p>Does the Accountable Body have a representative on the CCT membership? <b>Y</b></p>
5	Local Area	Provide brief geographical description of the locality and a brief history if relevant.	<p>Brighton &amp; Hove is located between the sea and the South Downs National Park on the South coast of England. The city benefits from good transport links north to Gatwick Airport (30 minutes) and London (50 minutes).</p> <p>Growing from a fishing village to one of the world's first seaside resorts, Brighton &amp; Hove is famous for its vibrant, cosmopolitan lifestyle with a very strong arts and cultural offer. The city region,</p>

			Greater Brighton, takes in the neighbouring coastal areas of Newhaven to the East, and Shoreham and Worthing to the West.
6	Context – community (suggested maximum 300 words)	Description of local community with demographics.	<p>Brighton &amp; Hove is known for its easy-going approach to life, quirky shopping, restaurants, festivals and beautiful architecture. Many people choose to come and live in the city for the opportunities it offers. However, Brighton &amp; Hove is one of the most deprived areas in the South East and has a population with significant inequalities and health needs.</p> <p>280,000 people live in Brighton &amp; Hove, 70% of which are of working age. Two universities support a very well-educated population; half of our working age residents are qualified to degree level or higher.</p> <p>In 2011, there were 273,400 people living in the city with a predicted increase to 291,000 by 2020. The greatest increase is in those aged 25-34 and 50-59. There will also be more children under 15 years old and slightly more people aged 75 years or over.</p> <p>Brighton &amp; Hove has a flourishing community and voluntary sector, made up of over 1,600 groups and organisations, which provide services and support to citizens of the city. They work with public and private sector partners to ensure that those who are in need have their needs met.</p> <p>The local community and voluntary sector is a vital part of our local economy as well as our support services. A citywide survey, known as the City Tracker, highlighted that 93% of people who use local charities and community groups were satisfied with the services they receive. The national survey of charities and social</p>

			enterprises also reports a greater understanding, respect for and valuing of the community and voluntary sector organisations in Brighton & Hove by its public sector partners than other comparable areas, demonstrating good relations between the different sectors in the city.
7	Context– economy (suggested maximum 400 words)	Local economy, e.g. business, tourism, manufacture, etc, 'Starting point'	<p>Brighton &amp; Hove owes its establishment, growth and popularity to its seafront location. Acting as the city's 'shop window', it is one of the main reasons why people choose to live, visit, work, invest and study here.</p> <p>10 million day trips and nearly 5 million visitor nights were spent in Brighton and Hove in 2014. With a visitor spend of £830 million throughout the year and total turnover generated by tourism in 2014 supporting approximately 15,902 full time equivalent jobs and 21,682 actual jobs, tourism is clearly a vital part of Brighton and Hove's economy. This sector translates to roughly 14% of all jobs in the city economy. The city is also a major European business conference destination.</p> <p>Unlike many coastal communities in England, Brighton &amp; Hove has successfully broadened its economic base and diversified its tourism offer away from the traditional seaside model. Major employers like Amex, Legal &amp; General and EDF Energy have large employment sites in the city, while the creative and digital sector has gained an international reputation and is now worth approximately £1 billion per annum.</p> <p>The seafront remains an integral part of the modern Brighton &amp; Hove economy; many of the city's 400 annual outdoor events are hosted on the seafront's Madeira Drive, including the Brighton Marathon, classic car runs and London to Brighton bike rides. The</p>

			<p>seafront's unique character combines heritage Victorian infrastructure, a varied and vibrant range of businesses, retail and leisure opportunities, and proximity to the city centre.</p> <p><b>Key Economic Trends</b></p> <ul style="list-style-type: none"> <li>• Brighton &amp; Hove's population stood at 281,100 in 2014, a 13% increase in one decade. Our working age population grew by 16% in the decade to 2014. Given the physical constraints faced by the city (bordered by the sea and the South Downs), such growth is likely to result in demand pressures on housing, infrastructure and other services.</li> <li>• Brighton &amp; Hove's economic performance has been strong in recent years, with productivity (GVA per head) increasing by 5.7% in 2013 and 3.0% in 2014 (latest available data).</li> <li>• Brighton &amp; Hove is an entrepreneurial city, and benefits from having one of the highest business start-up rates and business density rates out of all UK urban areas.</li> <li>• While the city's employment rate steadily been increasing since the recession, it took a downward trend in dropping from a recent peak of 73.7% in 2013 to 71.7% in 2014.</li> <li>• The ethnic minority employment rate is lowest in Brighton &amp; Hove compared to other areas and has been consistently lower over the past four years. It currently stands at over 5% less than the England average.</li> <li>• The employment rate for Young People (16-24) is lower compared to other areas, with the greatest gap affecting</li> </ul>
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			<p>young females (16-24) when comparing with sub-regional rates</p> <ul style="list-style-type: none"> <li>Public administration, education and health is the largest employment sector representing over one third of employees. Business and financial services remains the second largest employment sector at one-fifth of all Brighton &amp; Hove employees.</li> </ul>
8	Related initiatives	What else is going on in the community of economic importance, e.g. BID, LEP, CIC, CCF, CRF	<p>There are several related economic initiatives in the locality, including two projects funded by the Coastal Revival Fund (Brighton Hippodrome, Madeira Drive and Terrace Regeneration Strategy). Of particular note is the Greater Brighton City Deal and ongoing devolution agenda, which combined with the Coast to Capital Local Enterprise Partnership will look to unlock major investment in transport, housing and key businesses/tourism projects throughout Greater Brighton.</p> <p>Considerable investment and development is already taking place along the seafront, with over £1 billion investment either planned or in progress. This includes:</p> <ul style="list-style-type: none"> <li>The construction of the British Airways i360 is due for completion in summer 2016 alongside high quality renovation of the surrounding retail units and public realm.</li> <li>The King Alfred Leisure Centre in Hove has been appointed an award-winning delivery partner for its redevelopment.</li> <li>£450m plans have been agreed to bring forward the Brighton Waterfront project which will enhance the retail</li> </ul>

			<p>and conferencing facilities of the seafront as well as developing the currently vacant Black Rock site adjacent to Brighton Marina.</p> <ul style="list-style-type: none"><li>• Heritage Lottery Funding has been awarded to redevelop the iconic Volk's Railway, which runs east of the Palace Pier.</li><li>• Construction has commenced on rebuilding transport infrastructure and renovating the former West Street Shelter Hall and promenade facilities at the bottom of West Street in Brighton.</li><li>• The Council is set to back a zip-wire, to operate year-round, to replace the Brighton Wheel near the Palace Pier.</li><li>• Plans for a Soho House development and associated restaurants have recently been approved. The Soho House private members club will feature a sun deck, plunge pool and outdoor bar and will be situated just east of the Palace Pier.</li><li>• The proposal for the redevelopment of an outdoor swimming facility on Madeira Drive has been approved.</li><li>• Shoreham Harbour Regeneration is preparing a Joint Area Action Plan (JAAP) for the harbour and surrounding areas. This will be a key planning document in the Local Development Frameworks for both Brighton &amp; Hove and Adur, due to be published this year and adopted in 2017.</li><li>• Brighton Marina is in its second phase of constructing 11</li></ul>
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			<p>buildings which will provide flats, retail, commercial units and community spaces.</p> <p>The total value of these current and planned developments exceeds £1 billion, and is indicative of the strength that Brighton &amp; Hove seafront currently wields in attracting investment and interest.</p> <p>Brighton &amp; Hove City Council and partners are continuing to review other funding streams with respect these seafront regeneration projects, with the Heritage Lottery Fund and Coastal Communities Fund being two clear opportunities. This is set out within our emerging Seafront Investment Plan.</p>
<b>CCT Plan</b>			
<b>9</b>	Ambition	<p>A positive statement of the aims and objectives of the plan and a description of what it will achieve.</p> <p>Description of 'what success will look like'.</p>	<p><b>We want to unlock investment to develop the unique character areas of the iconic Brighton &amp; Hove Seafront to create attractive, sustainable, high quality environments for residents, businesses and visitors throughout the year.</b></p> <p>Our plan's objectives are to: -</p> <ul style="list-style-type: none"> <li>• Unlock seafront development sites, and exploit its assets through identifying all funding opportunities and taking a more commercial investment approach – including the exploration of new models of investment and service delivery</li> <li>• Identify and prioritise a medium term pipeline of investment opportunities which are attractive to investors and developers which drive investment in priority areas</li> </ul>

			<ul style="list-style-type: none"> <li>• Oversee the co-ordination of improvements to seafront infrastructure, including transport infrastructure, flood defences and broadband connectivity, whilst protecting heritage assets</li> <li>• Support the development of our visitor and tourist economy in relation to the seafront</li> <li>• Develop and overseeing a communication and engagement strategy in relation to the seafront</li> </ul>
10	Needs of the community and intentions of the team to meet them.	Identify the socio-economic needs of the community and the opportunities to meet them. Each element should be Specific, Measureable, Achievable, Realistic and Timed.	<p>Socio-economic needs of the local community have been identified in the City Plan, Economic Strategy, Draft Seafront Strategy, City Employment &amp; Skills Plan and Community Strategy, covering an enormous range of issues.</p> <p>Two Coastal Community Team (Brighton &amp; Hove Seafront Investment Team stakeholder engagement events have been held in April and June 2016. These events have been used to test the priorities of Brighton &amp; Hove's Seafront Investment Plan.</p> <p>Specific needs, such as access to the seafront for amenity, health and leisure purposes will be address by the investment projects set out in section 13.</p>
11	Analysis	Describe the strengths, opportunities, weaknesses and threats in meeting the needs at 10 (a).	<p><b><u>Strengths</u></b></p> <p><b>Heritage</b> The Victorian architecture and design is one of the focal points of</p>

			<p>Brighton's Seafront and a marker for the area.</p> <p><b>Attracting investment and rental income</b>  Brighton Open Water Swimming Centre proposal in Madeira Drive, the Brighton Wheel, and the progress made on the i360 project over recent years signifies the area's ability to attract investment. BHCC receives significant rental income and this is expected to increase with the opening of i360 and new development coming forward.</p> <p><b>Retail</b>  Churchill Square is a well performing shopping centre that can attract visitors from across the south coast. The uniqueness and vibrancy of the arches businesses give the seafront its individual character.</p> <p><b>Tourism</b>  Brighton &amp; Hove has a resident market of 15.2 million people within two hour's drive, and it benefits from close to 11million tourists visiting per annum. The seafront is of considerable importance to the city, attracting 5 million visits per year with diverse existing attractions including the wheel, Volk's Railway and Palace Pier. The seafront has the advantage of a long length of accessible seafront that is open and available to all. Outdoor events on the Seafront help extend the 'season' ie Brighton Marathon in April, Veteran Car run in November, and Burning Clocks in December.</p> <p><b>Conferencing</b>  Brighton has an established reputation as a conference city with a profile in the UK and abroad. This is a well-known revenue stream for the Council.</p>
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			<p><b>Transport</b> Proximity to London is crucial for day visitors.</p> <p><b><u>Opportunities</u></b></p> <p><b>Tourism</b> The i360 will be the seafront’s greatest asset creating attractions that are used 52 weeks a year to reduce seasonality. Linkages throughout the city and seafront to engage visitors in all the area has to offer is key. The planned ‘Sea Lanes’ open swimming pool will be the only 50m pool in the city region.</p> <p><b>Employment</b> The key developments will protect and generate jobs in the city and surrounding areas as well as net additional spending in the city region.</p> <p><b>Cost savings</b> Estimated savings to the council of a new sports centre in comparison with the existing King Alfred Centre facility is significant. The current leisure centre occupies a seafront site with considerable development potential.</p> <p><b>Regeneration</b> Shoreham Harbour has the long term objective of regenerating the harbour area and reducing deprivation and inequality. The 1992 vision targeting ‘meeting place’ between the Piers has been successful and could be extended along full length of Seafront. Development of Shelter Hall will act as anchor on the seafront for further development. Developments West of i360 and East of the</p>
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			<p>palace pier can act as anchor developments to draw visitors out and maximise the seafront area.</p> <p><b>Income sources</b>  Events tariff, income from filming, tourist tax, ring fencing income, public subscriptions (eg Hastings Pier), crowd funding, business rates. There is also significant surplus between the income generated by the seafront and the expenditure. Tackling the current lack of coordination of seafront tenancies is vital for future development.</p> <p><b>Coordination</b>  Greater coordination of recent developments and other seafront investments could provide further opportunities to leverage new funding and investment opportunities as projects act as a catalyst for further regeneration.</p> <p><b>Unique offer</b>  It is clear that Brighton &amp; Hove offers something unique to visitors and residents; maintaining the unique independent offer to tourists and businesses is vital for the long-term prosperity of the seafront.</p> <p><b>Transport</b>  Hove station could be utilised further to optimise transport links to the seafront. Shelter Hall project is a key opportunity for reducing severance between the city north of the A259 and the seafront, and also providing useable A3 business space.</p> <p><b><u>Weaknesses</u></b></p> <p><b>Seafront/coastal Infrastructure</b></p>
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			<p>Some of the key assets on the seafront are not fit for purpose, leading to underutilisation. Seafront structures are coming to the end of their natural life and are one of the highest priorities on the Strategic Risk Register. Madeira Terraces are in danger of collapse.</p> <p><b>Tourism</b> Tourism is reliant on weather and very seasonal with few attractions bringing people to the area all year round. Despite high numbers of domestic tourists relatively few international tourists visit the area. The aim is to increase the number of overnight visitors as they bring greater economic returns to the city.</p> <p><b>Transport</b> Transport and connectivity to and from the seafront, as well as east and west along the full length of the city's coastline, is also constrained: -</p> <p>Public transport access along the seafront is regarded as inadequate, a problem which is likely to be exacerbated by additional development on the seafront itself due to the additional demand that this will create. Proposals for a coastal transport system to connect the seafront to Brighton station to the Marina in the east were included in the adopted City Plan Part 1 and the Greater Brighton project pipeline which followed<sup>14</sup>, indicating this is a growing priority, which aligns with the wider strategic plans for the city region.</p> <p>The A259 itself currently presents a physical barrier to pedestrians trying to access the promenade from the city. The former West Street Shelter Hall development, which has already commenced, will partly remedy this issue and will lead to improved accessibility,</p>
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			<p>but more needs to be done to tackle pedestrian severance along the length of the seafront.</p> <p><b>Visitor infrastructure</b> Brighton Centre is reaching the end of its natural life and has become unable to compete as new facilities are built in other cities. The King Alfred Centre does not meet modern expectations and is expensive to operate and the estimated cost is £40 million.</p> <p><b>Funding</b> Costs of infrastructure outstrip the funds available. The structural works needed for the seafront is estimated to be in the region of £100 million and funding agreements for the Black Rock site have not yet been confirmed between Standard Life, the Council and other partners.</p> <p><b><u>Threats</u></b></p> <p><b>Heritage Infrastructure</b> The heritage infrastructure in particular, one of the defining characteristics of the whole city, currently presents a notable threat. The deterioration of the Victorian colonnade along Madeira Drive, and the arches to the west of the Palace Pier, are significant and growing problems. As they fall into a state of disrepair, this is resulting in underutilisation of commercial units and represents a potential health and safety hazard to the public.</p> <p>Maintaining the current heritage infrastructure and strengthening the offer of attractions year round will be critical to sustaining the attractiveness of the seafront and ultimately influencing the overall</p>
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			<p>draw of investors, businesses and visitors to the seafront and the city.</p> <p><b>Environmental defences</b>  As a coastal urban area, Brighton &amp; Hove is at risk from flooding from three sources: surface water, ground water and the sea. The strategy for the current and future defence of the Brighton &amp; Hove coastline is set out in general terms in the local Shoreline Management Plan (SMP) which recommends maintaining the currently defended line.<sup>1</sup> Going forward, the relevant strategy documents in place to implement the SMP recommend that in addition to the preferred Hold the Line policy, capital schemes are required along the coast to reduce the risk of erosion and flooding due to wave overtopping. Improvement works to the lock gates at Shoreham are also recommended to address flood risk. Such recommendations require considerable investment; however they are central to unlocking and securing development west of the Marina from 2021 onwards.  Without commitment to these objectives, the seafront runs the risk of driving away development.</p> <p><b>Retail</b>  Competing shopping centres and destinations have the potential to erode the market share of Brighton and Hove.  Conferencing: Brighton faces competition from emerging conference destinations such as Liverpool and Birmingham.</p> <p><b>Feasibility</b>  If Brighton Waterfront does not progress new investment to protect the seafront and grow business and investment income for future</p>
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<sup>1</sup> Environment Agency (2009) 'Selsey Bill to Beachy Head Shoreline Management Plan'

			<p>years will be significantly held back. The King Alfred Centre faces obstacles in delivery including a significant volume of housing development required. The Open Water Swimming Centre is also still in its infancy, though landlord consent has been granted.</p> <p><b>Logistics and transport</b> It will be difficult to manage the increased demands to and from new development sites on the city's transport network safely and sustainably. A259 is weakened infrastructure and the multiple stakeholders make the ownership for funding improvements difficult. In the past there have been proposals for a Rapid Transport System (more recently referred to as the Coastal Transport System) that connects the Seafront from East to West. However, if this was to progress, the Black Rock site would present a barrier where the CTS is meant to link to the Marina. Stakeholders within the council have differing views on this development.</p> <p><b>Tourism</b> The Brighton &amp; Hove City Council loan of £36.2 million is at risk if the British Airways i360 project is not successful.</p> <p><b>Maintenance</b> Investment in public realm and maintenance is insufficient. If this continues businesses may choose to leave the area.</p>
12	Data – <i>while an essential element of the plan, it could be included in a 'daughter' document.</i>	Provide evidence to support the intentions of the plan. This will include statistical data but broader data should also be included. Data used	<p>See Brighton &amp; Hove Seafront Investment Plan for data on economic impact.</p> <p>Data to support this plan comes from the following sources: -</p> <ul style="list-style-type: none"> <li>• ONS Inter-Departmental Business Register</li> </ul>

		should be specific, relevant and transparent. It is sufficient to reference evidence held elsewhere.	<ul style="list-style-type: none"> <li>• ONS Business Register &amp; Employment Survey</li> <li>• NOMIS</li> <li>• ONS Population Forecasts</li> <li>• Brighton &amp; Hove Connected Strategy Brighton &amp; Hove Economic Strategy</li> </ul>
<b>Delivering the Plan</b>			
<b>13</b>	Key projects and/or bodies of work.	High level description of discrete pieces of work showing CCT role, indicative partners and timescales.	<p>Following engagement through two events with our Coastal Community Team (Brighton &amp; Hove Seafront Investment Team), The key development projects to be taken forward include: -</p> <p><b><u>Brighton Waterfront Central and Waterfront East (Brighton Centre / Black Rock development)</u></b></p> <p><b>Brief summary:</b> The objective of this project is to deliver a major new multi-use event and conferencing venue on the currently vacant Black Rock site next to the Brighton Marina. This would be funded in part through the sale of the Brighton Centre site (the city's current conference centre situated in between the two piers) to Standard Life Investments, which would use this site to extend the existing Churchill Square shopping centre so that it faces onto the seafront.</p> <p>To date there has been some delay due to the need to ensure transport and access for visitors from the city centre to the site at Black Rock. Standard Life and the Council are now undertaking a master planning exercise on the Black Rock site to understand how this transport accessibility issue can be overcome.</p> <p><b>Current status:</b> WilkinsonEyre Architectural firm has been appointed to develop a masterplan for the city's Waterfront</p>

			<p>scheme. On 29th April 2016, BHCC agreed a funding structure with Standard Life Investments.</p> <p><b>Project cost:</b> The total project is value is £540m2.</p> <p><b>Additional economic value:</b> The Council anticipates 2000 net additional jobs will be facilitated by this development. Approximately £150m per annum of net additional expenditure is expected in the city, with an additional £4.6m per annum to the City Council through the conference facility.<sup>19</sup></p> <p><b>Timeline for development:</b> Signing of conditional Development Agreement anticipated for June 2016 Completion of Waterfront East site (at the Black Rock site) anticipated summer 2020 Completion of Waterfront Central site (at the current Brighton Centre site) anticipated for summer 2021) Summer 2020 Completion (central site) Summer 2021</p> <p><b><u>British Airways Brighton i360</u></b></p> <p><b>Brief summary:</b> The British Airways i360 is a 170m high observation tower constructed on the West Pier site in Brighton.</p> <p><b>Current status:</b> Under construction</p>
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<sup>2</sup> BHCC (2015) Brighton & Hove waterfront development proposal <https://www.brighton-hove.gov.uk/content/planning/major-developments/brighton-hove-waterfront-development-proposal>

			<p><b>Project cost:</b> £46.2m (BHCC senior loan £36.2m, equity investors £6m, Coast to Capital Local Enterprise Partnership (LEP) junior loan £4m).</p> <p><b>Additional economic value:</b>  Estimates from the architects<sup>16</sup> predict an attendance of 822,500 in the first year of opening, falling to 697,500 three years after opening. Estimates expect a generation of £7.5m in ticket income in the first year of opening. Tourist revenues are predicted to increase by £13.9m to £25.4m with an additional 16000 to 305,000 visitors to the city and an extra 27,000 to 49,000 overnight stays per annum.<sup>17</sup> British Airways i360 estimates 169 full time equivalent (FTE) direct and indirect jobs will be created by the attraction.</p> <p><b>Timeline for development:</b>  Construction commenced in 2014, scheme due to open in summer 2016</p> <p><b><u>Volk's Electric Railway</u></b></p> <p><b>Brief summary:</b> Volk's Electric Railway is the world's oldest working electric railway. A scheme is in place to conserve the original Victorian carriages and develop a new visitor centre to attract more visitors  Current status: Under construction</p> <p><b>Project cost:</b> £1.65m from the Heritage Lottery Fund.</p> <p><b>Additional economic value:</b> Redevelopment plans will not create</p>
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			<p>additional space for jobs, so there would be minimal economic impact in terms of net additional jobs and contribution to Gross Value Added (GVA). The development would however help to safeguard the number of visitors to the attraction.</p> <p><b>Timeline for development:</b>  Construction on site is due to commence in October 2016  Completion of works are likely to be April 2017</p> <p><b><u>King Alfred Leisure Centre</u></b></p> <p><b>Brief summary:</b> The ageing King Alfred Leisure Centre sport and leisure facility (including a 25m swimming pool, fitness gym, and sports halls) is expensive to run and does not meet modern expectations of such a sports centre. Redevelopment of the venue, including the additional provision of housing at the site, is a priority for the Council.</p> <p><b>Current status:</b> On 21st January 2016, the BHCC Policy &amp; Resources Committee chose Crest Nicholson in partnership with the Starr Trust as the preferred developer partner to take forward the development of King Alfred Leisure Centre.</p> <p><b>Project cost:</b> £40m</p> <p><b>Additional economic value:</b></p>
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			<p>The sports centre is estimated to create approximately 18,000 m2 of employment space. High level Mott MacDonald economic impact assessment estimates forecast as many as 133 additional jobs could be facilitated at the King Alfred site as well as indirectly via the supply chain and other locally impacted firms. This is estimated to translate to roughly £6.6m gross added value (GVA) per annum under these new plans.</p> <p><b>Timeline for development:</b>  A planning application will be submitted in 2017  An indicative timescale for completion is 2020</p> <p><b><u>Madeira Terrace</u></b></p> <p><b>Brief Summary:</b> The terrace is located between the Aquarium Colonnade to the west and the Volks Railway workshop at Dukes Mound to the east. Madeira Terrace is Listed and provides raised and covered pedestrian access along Madeira Drive. The structure includes seated areas for pedestrians and has been used by crowds in the recent past during events held on Madeira Drive. The structure includes a Grade 11 listed Victorian lift, now fully restored which operates from Easter to September. The Council was successful in a bid to the Coastal Revival Fund for £50,000 to develop master plan and investment options. The Council are undertaking an exercise to look at options for holistic development east of the Palace Pier, an area which Madeira Drive and Terraces</p>
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			<p>falls within. This is referred to as the Brighton Eastern Seafront Regeneration Strategy, and options could include commercial use the renewed terrace structures, including for retail, hotel and leisure uses, generating income to preserve and upgrade Brighton and Hove's vital heritage.</p> <p><b>Current status:</b> Engineers have inspected the structure and have advised that passers-by and vehicles should be kept at least 4 meters away in case of a collapse. The entire length of the Terraces is currently fenced off to protect the public from potential structural failure.</p> <p><b>Project cost:</b> Costs of repairs are estimated at £24m</p> <p><b>Additional economic value:</b> Calculations using TEAM assuming a mixed land use development estimate impact could be 100 net additional jobs, £5m net additional GVA per annum</p> <p><b>Timeline for development:</b> TBC</p> <p><b><u>Shoreham Harbour</u></b></p> <p><b>Brief summary:</b> A harbour-wide Joint Area Action Plan (JAAP) is currently being prepared and will include: Designations for new areas of housing, mixed-use schemes and employment space Protecting and enhancing the role of the Port in its function as a</p>
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			<p>key local industrial hub, regionally important site for the landing and handling and processing of waste and minerals  A Transport Strategy to promote a package of integrated sustainable transport measures  Clear guidance for developers prepared in liaison with the Environment Agency to ensure new developments are resilient to future flood risk  Improving the waterfront and visitor experience; enhancing the area's historic, environmental and leisure assets  This project seeks to address the coastal defence challenges highlighted in the introductory section of this document.</p> <p><b>Project cost:</b> Full costs unknown at present</p> <p><b>Additional economic value:</b> Full costs unknown at present</p> <p><b>Timeline for development:</b>  Public consultation on the Draft JAAP took place between February and April 2013.  The Partnership is now considering all the representations received and preparing a revised version of the plan. This will be published for consultation in January 2015.  Following examination by a Planning Inspector (Autumn 2015) the plan will be adopted by the partner authorities in 2016.</p> <p><b><u>Soho House</u></b></p> <p><b>Brief summary:</b> Plans for a Soho House development and associated restaurants have recently been approved. The Soho House private members club will feature a sun deck, plunge pool</p>
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			<p>and outdoor bar and will be situated just east of the Palace Pier.</p> <p><b>Project cost:</b> Unknown to date – plans were only revealed in the public domain in December 2015</p> <p><b>Additional economic value:</b> Unknown to date – plans were only revealed in the public domain in December 2015</p> <p><b>Timeline for development:</b> Unknown to date – plans were only revealed in the public domain in December 2015</p> <p><b><u>Former Peter Pan Leisure Site, ‘Sea Lanes’</u></b></p> <p><b>Brief summary:</b> The now vacant leisure site east of the Palace Pier, was re-marketed in summer 2014. The Sea Lanes proposal, which includes an open air swimming facility and associated leisure retail units, was chosen by the Policy &amp; Resources Committee as the preferred development in 2015.</p> <p><b>Current status:</b> Landlord’s consent has now been approved and a 150 year lease agreement is in place.</p> <p><b>Project cost:</b> Approximately £4.5 m privately funded by the developer.</p> <p><b>Additional economic value:</b> Given the site size and assuming a mixed land development at the retail unit sites, a minimal economic impact is estimated.</p>
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			<p><b>Timeline for development:</b>  A planning application will be submitted at the end of summer 2016. Subject to planning consent being granted building on site would start in 2017 granted the developer could commence building in 2016.</p> <p><b><u>Saltdean Lido</u></b></p> <p><b>Brief summary:</b> In 2013 the Saltdean Lido Community Interest Company (SLCIC) was appointed as preferred bidder to operate the Lido. The bid from SLCIC includes the following:</p> <ul style="list-style-type: none"> <li>Fully restored building sensitive to the site's Grade 2* listing</li> <li>Heated pool water to extend the season and a fitness gym</li> <li>A cafe</li> <li>Community areas including an, library and a heritage and education room</li> <li>Improvements in environmental sustainability of the facility</li> </ul> <p><b>Current status:</b> External pool works are underway.</p> <p><b>Project cost:</b> The capital costs for the restoration of the Lido are around £10m (significant grant funding has been awarded from the Heritage Lottery Fund and the Coastal Communities Fund; over £6m and £2m respectively )</p> <p><b>Additional economic value:</b> Given the nominal employment space created at this site, there would be minimal economic impact in terms of net additional jobs and contribution to Gross Value Added (GVA).</p>
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			<p><b>Timeline for development:</b> External pool work commenced in 2015, and the full works are expected to be completed in 2016</p> <p><b><u>Former West Street Shelter Hall</u></b></p> <p><b>Brief summary:</b> The Shelter Hall is the third phase in the strengthening, re-building and stabilisation of the Seafront Highway structures that support the A259 and upper promenade along Kings Road. The Shelter Hall project involves the rebuilding of the structurally deficient and end of serviceable life highway structure; that supports the Primary A259 corridor and the strategically important West Street junction. This area also serves as the main pedestrian link from Brighton's main railway station to the seafront. The scheme is to provide a new highway structure that can accommodate modern highway loadings with a minimum design life of 120 years; also to provide a remodelled and safer junction at the West Street / A259 intersection point and deliver modern commercial business premises. The project once completed will afford better and safer transport and pedestrian movements, a structure that is fit for purpose and safe for use and the regeneration of this area of seafront.</p> <p><b>Current status:</b> Under construction</p> <p><b>Project cost:</b> £10.5m investment award from the Department for</p>
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			<p>Transport (DfT)'s Highways Maintenance Challenge Fund.</p> <p><b>Additional economic value:</b> The rebuilt hall will provide a commercial business unit, though economic impact in terms of jobs and contribution to GVA is currently unknown.</p> <p><b>Timeline for development:</b> Construction commenced in October 2015 Completion expected in 2018</p> <p><b><u>Brighton Zip</u></b></p> <p><b>Brief summary:</b> Paramount Entertainments Ltd (the tenant which previously operated the Brighton Wheel) has been granted landlord's consent to replace the Wheel at the site adjacent to Palace Pier with two 300m-long zip wires. There will be a cable from a 20m tower to a landing area on the beach. A drop-zone from the tower and a new café are also proposed.</p> <p><b>Current Status:</b> A planning application has been submitted and a decision is expected in July.</p> <p><b>Project cost:</b> £1.7m from the developer</p> <p><b>Additional economic value:</b> Additional economic impact in terms of</p>
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			<p>job and GVA is presently; however due to the scale of the project impacts are expected to be minimal.</p> <p><b>Timeline for development:</b> Subject to planning consent being granted, the scheme could open in summer 2016</p>
<b>14</b>	Short term goals/actions	What will the team achieve in the next 6 months? Should demonstrate 'quick wins'.	<p><b>Key priorities for the next six months are:</b></p> <ul style="list-style-type: none"> <li>- Submit Planning application for Shelter Hall redevelopment (March 2016)</li> <li>- Complete Madeira Drive Regeneration Strategy (September 2016)</li> <li>- Submit CCF funding bid for the regeneration of Madeira Terraces (June 2016)</li> <li>- Opening of British Airways i360 (July 2016)</li> <li>- Agree Development Agreement for the King Alfred Leisure Centre redevelopment (October 2016)</li> </ul>
<b>15</b>	Performance measures	For first 6 months – to be SMART	See delivery road map for Seafront Investment Plan.
<b>16</b>	Medium term goals/actions	For 6mths to 5 years	Through the development of the Seafront Investment Plan, the Brighton & Hove Seafront Investment Team have undertaken a process of prioritisation of projects using an agreed prioritisation framework process.

			<p>Regeneration and development of Madeira Drive and Terraces returned the highest strategic fit score compared other projects and priorities. There are several reasons behind this including recognition in planning documentation and local stakeholder support of the strategically significant role Madeira Terraces have for the wider city. The potential economic opportunities of redevelopment, and the associated seafront and visitor economy value are also acknowledged. This project aligns strongly with the heritage, tourism and economic development of the seafront. At present, the deliverability score is deemed lower due to the absence of a refined business case and associated funding. Once a business case for commercial redevelopment of this project is undertaken, the deliverability score for this project will increase and push the priority of this project higher.</p> <p>Similarly, the Brighton Waterfront project scores highly in terms of strategic and economic fit. This is largely due to the projected economic impacts of this development, the alignment of the project's objectives to the city's visitor economy objectives, and the opportunity to anchor development to the east of the Palace Pier. The recently announced funding agreement contributes to a relatively strong deliverability score, which is likely to be higher once the masterplan, transport strategy and design documents for both the Black Rock site and renovated Brighton Centre site have been finalised and agreed with BHCC.</p>
17	Performance measures	For 6mths to 5 years – to be SMART	See Brighton & Hove Seafront Investment Plan delivery road map.
18	Long term goals and	Strategic plans beyond 5	Several projects occupy a similar score in terms of strategic fit:

	actions <b>Optional</b>	years – include performance measures where appropriate.	restructuring the full stretch of the arches, the seafront wayfinding exercise and an integrated seafront transport system. Each of these projects have strong stakeholder support and if implemented, would align with planning objectives for the city. A more integrated seafront transport system is linked to optimising development of several projects such as Madeira Drive and Terraces and Brighton Waterfront; the delay of an enabling integrated seafront transport system contributes to a growing opportunity cost for ancillary projects associated with this transport infrastructure.
19	Barriers	Identify any barriers to delivering the plan and if you have contingencies to manage them.	<p>A number of barriers to delivering the plan have been indicated in the SWAT analysis, such as the seafront heritage and transport infrastructure.</p> <p>A number of the key projects listed in section 13 will be reliant on public sector/crowd/alternative financing to make development economically viable.</p>
20	Resources	Who and what will be required to deliver each element of the plan. Include ‘in kind’ services, volunteers, etc.demonstrate how local expertise will be utilise and/or grown.	<b>The delivery of Brighton &amp; Hove’s Seafront Investment Plan will be overseen by a Seafront Investment Programme Manager within Brighton &amp; Hove City Council, reporting to a Seafront Investment Board. Stakeholder engagement will be through the ‘in kind’ services of the Coastal Community Team (Brighton &amp; Hove Seafront Investment Team),</b>
21	Costs	Detail of costs of each element of plan.	Project costs are set out in section 13
22	Value	What is the value of the plan to the local economy?	Project economic impacts are set out in section 13
23	Funding	Identification of funding	<b><u>Grant funding</u></b>

		<p>streams and how costs of project(s) will or could be met.</p>	<p>A number of potential national and European funding sources exist to support the renewal and upgrade of Brighton's seafront, including the LGF, the Coastal Communities Fund (CCF), National Lottery funds and European Structural and Investment Funds (ESIF).</p> <p><b>Grant funding pros:</b> BHCC has successfully applied for these funding sources in the past, and will continue to do so as its plans develop.</p> <p><b>Grant funding cons:</b> Increasingly, however, both national and European funders are looking to use their funding sources to influence local authority behaviour, to provide assistance through financial instruments, such as loans or guarantees, rather than as grants, and to seek match funding raised through local sources. In addition, at both the national and European level, austerity programmes leave less funding available through these sources than has historically been the case. It is likely that national and European support will remain an important element of the funding mix, however, other options, including those discussed in this document, will need to be considered also.</p> <p><b><u>Developer contributions</u></b></p> <p>Local authorities receive funding through developer contributions when third parties develop land in their area to provide for essential infrastructure and mitigate the wider impacts of development. The two main sources of developer contributions are Section 106 agreements and the Community Infrastructure Levy (CIL).</p> <p><b>Developer contributions pros:</b> Section 106 agreements are a well-established part of the landscape for funding new infrastructure.</p>
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			<p><b>Developer contributions cons:</b> Developer contributions are less relevant for the Seafront Investment Plan as most assets are owned by BHCC.</p> <p><b><u>Crowd funding</u></b></p> <p>Crowd funding is the practice of funding a project or venture by raising monetary contributions from a large number of people, today often performed via internet-mediated registries. Crowd funding is a form of alternative funding, particularly to support projects or initiatives which have strong public stakeholder support but may fall outside of the remit of traditional funding streams such as public grants or local authority planning objectives.</p> <p><b>Crowd Funding pros:</b> Crowd funding is an established way of raising non-conventional funding for projects, particularly those that lack obvious alternative funding sources.</p> <p><b>Crowd Funding cons:</b> Crowd funding revenues are highly uncertain.</p> <p><b><u>Commercial revenues</u></b></p> <p>Brighton and Hove's seafront assets generate significant commercial income, for example from tenant rents in the arches or from payments to host events on the seafront. BHCC also receives income from on-street parking and owns a number of off-street car parks.</p> <p><b>Commercial revenues pros:</b> Commercial revenues are an established funding source for Brighton and Hove's seafront and are well suited to the</p>
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			<p>nature of the city's economy.</p> <p><b>Commercial revenues cons:</b> Balance is needed between realising commercial revenues and ensuring the seafront remains open and accessible to all regardless of income.</p>
<b>24</b>	Maximising resources and costs	Describe how this will be minimised, e.g. shared services, use of technology, avoidance of bureaucracy, etc.	
<b>Communications</b>			
<b>25</b>	Consultation	Describe existing results of consultations and planned consultation exercises.	<p>Project managers for each of the key developments and associated wider stakeholders from both the public and private sector community were targeted for a series of in-depth telephone and face to face consultations.</p> <p>Alongside this, an online survey setting out the emerging priorities from the evidence review and seeking evidence on ranking these priorities was distributed to over 100 vendors along the seafront. Those without an email address were sent a hard copy direct in the post with a free return envelope enclosed. This engagement phase sought to allow input from a number of different sources and reflect the views of the many different stakeholders associated with the development and investment in the seafront.</p> <p>The findings from the in-depth consultations and the online survey were then fed into the SWOT template (included as an appendix to this report, along with the summary online survey findings). In</p>

			addition to engagement and input from the client, this report which sets out the emerging findings and work undertaken to date, will form the emerging rationale behind the priorities in the draft Seafront Investment Plan document.
26		Describe plans to involve and inform partners and other bodies, including accountable body, CCA and DCLG.	Feedback meetings Email and telephone updates Invitations to consultation events/ CCT meetings
27	Communication with community	How will the community and stakeholders be involved and informed of progress and outcomes	Seafront Investment Plan Stakeholder Event 'Seafront' page on council website Madeira Drive and Terraces Facebook Group
<b>CCT Logistics</b>			
28	Management of team	How the team will operate, frequency of meetings, centrality of team to projects, etc. How the team is representative of the community.	Quarterly meetings, with administrative support from the council
29	Support structure	Network of support built to enable CCT to deliver the economic plan	. A large network of stakeholders have come together over the two engagement events to support the delivery of the Seafront Investment Plan.
30	Costs	Running costs of CCT itself	Costs from existing Council resources, through the City Council's Regeneration service.
31	Sustainability	Long term plan for team and how this will be managed.	With existing resources.
32	Areas of Specific Interest	Provide areas of on which you would wish to join a working group or network	<ul style="list-style-type: none"> <li>• Tourism</li> <li>• Business tourism/conferencing</li> <li>• Regeneration</li> </ul>

		(virtual or otherwise), e.g. arts, tourism, housing, piers, sport, transport, heritage, marketing, etc.	<ul style="list-style-type: none"><li>• Inward investment</li><li>• Heritage</li><li>• Transport</li></ul>
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