



COASTAL COMMUNITY TEAMS
ECONOMIC PLAN 2017 update

No.	Heading	Detail	Information
Key Information			
1	Name of CCT	N/A	Eastbourne Coastal Community Team (ECCT)
2	Single Point of Contact (SPOC)	Name Address Tel nos Email	Nazeya Hussain, Director of Strategy, Planning and Regeneration nazeya.hussain@eastbourne.gov.uk
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	EBC members & senior officers: <ul style="list-style-type: none"> • Councillor David Tutt, Leader of the Council – Team East Sussex and Skills East Sussex Rep. • Rob Cottrill, Chief Executive. • Councillor Tony Freebody (Leader of the Opposition). • Councillor Margaret Bannister (Lead Cabinet member for tourism & leisure services) • Nazeya Hussain, Director of Strategy, Planning and Regeneration. • Phil Evans, Director of Tourism and Enterprise. • Ian Fitzpatrick, Director of Service Delivery and Eastbourne Homes Ltd Manager Director. • Annie Wills, Head of Tourism & Enterprise.
3 (b)	CCT Membership	Other partners and/or stakeholders to be involved.	<ul style="list-style-type: none"> • Christina Ewbank, Chamber of Commerce and the Eastbourne & District Enterprise Agency Rep. • Adam Chugg, 3VA – Community and voluntary sector Rep. • Sussex Downs College Rep. • Eastbourne Hospitality Association Rep. • Federation of Small Business Rep. • Driving Devonshire Forward community Rep. • Eastbourne Strategic Partnership Rep. • Locate East Sussex Rep. • Town Team Rep.

			<ul style="list-style-type: none"> • Eastbourne Education Business Partnership Rep.
Delivering the Plan			
4	Short term goals/actions	What has the team achieved in the past 15 months? (Jan 2016- March 2017)	<p>Achieved to date:</p> <ul style="list-style-type: none"> • Railway station forecourt /transport interchange works complete (stage 1 of Town Centre Public Realm Improvement Scheme). • Devonshire Park tennis village modular units installed and M&E almost complete. Utility diversions complete except SGN due end April. Congress Suite demolished. Show court complete and seeded. Irrigation works 80% complete. • History trail delivered. • Camera obscura staircases reinstated on the pier. • Christmas market, lights and Neon Noel illumination on Town Hall delivered. • Coastal Cultural Trail. • Beach huts – 20 new colourful traditional beach huts completed. • ‘Iconic’ beach hut design competition. Winning designs announced. • New Visit Eastbourne website live with updated functionality. New Apps, offering GPS navigation and advanced digital content. • Destination marketing plan delivered. • The BIG Futures Show - organised by Eastbourne Eastbourne Business Partnership in association with Eastbourne Borough Council and Sussex Downs College provided a comprehensive ‘employability and skills’ overview for both students and wider community.
5	Performance measures	Outcomes	
6	Medium term goals/actions	Please provide a very brief progress update against the goals/actions listed here?	<p>Redoubt/Eastbourne Heritage experience: New interactive museum that will tell the story of Eastbourne.</p> <ul style="list-style-type: none"> • Currently developing the main themes and stories for permanent display and testing new interpretative ideas. • Refurbishment of the Redoubt as an iconic visitor attraction. • Funding application will be made to the HLF once funding commitments are in place for the above.

Introduction of interpretive sculpture seating - Completed autumn 2016.

Devonshire Park redevelopment:

Enabling works January 2017, Welcome Centre contract commenced April 2017. Tennis Players' Village and tennis courts commenced December 2016, on track to complete May 2017.

Wish Tower Flagship restaurant:

Design and development of the new restaurant undertaken. The project is currently on hold while the Council considers the current market conditions.

Extension to Arndale Shopping Centre:

- Compulsory Purchase Order confirmed by Secretary of State – Spring 2016:
Works Commenced / Vacant Possession of Terminus Road Properties – 3rd January 2017
- Complete soft strip of Terminus Road Properties – March / April 2017
- Demolish Terminus Road Properties – April / May 2017
- Service Diversions to Ashford Road – March / April 2017
- NEXT Close – 24th March
- HMV Close – 31st March
- Soft Strip of the above – April 2017
- Demolition of the above – May 2017
- Piling Commences – June 2017
- Steel Frame Erection Starts – August 2017
- Steel Frame Completes – December 2017
- Extra Decks to Multi Store Car Park – May – October 2017
- Phased handovers to Tenants for Fit-out start - May 2018
- Phase 1 Opens – Sept 2018
- East Entrance – Feb to Nov 2018
- Phase 2 Opens – Nov 2018

Eastbourne Town Centre Public Realm Improvement Scheme:

- Out to tender the middle of June 2017
- Appoint contractor beginning of September
- Construction will commence January 2018.

All Coastal Community Fund (CCF) projects delivered as part of Driving Devonshire Forward (DDF):

			<ul style="list-style-type: none"> • Refurbishment of Princes Park café • Public realm improvements Princes - park, new entrance, new central plaza and link to the promenade • Public realm improvements at Sea Houses Square • Refurbishment of 2 x commercial spaces for start-up businesses • Revenue partners delivering; training and skills in construction, digital/tech training and skills and Coastal Culture Trail. <p>All pier fire grant projects delivered.</p> <p>Local Growth Funds (LGF) transport projects.</p> <p>Fisherman’s Quay at Sovereign Harbour:</p> <ul style="list-style-type: none"> • Eastbourne Under 10 Fisherman’s CIC – ambition and vision of developing land at Sovereign Harbour to create a Fisherman’s Quay, consisting of traditional net huts, wet fish sales, offices, workshops and a heritage/visitor centre. • The new infrastructure will help capture more revenue locally and sustain local jobs in fishing and overcome the reliance on 3rd parties for processing and distribution. This project will add value through shorter supply chains and enable growth productivity. • Phase 1 – a building housing chiller equipment, cold room and fish processing facility – completion by end of 2017. <p>Pacific House two: Following the success of letting Pacific House for easy in and easy out business use. There is ambition to replicate on the adjoining site. Timescales TBC.</p>
7	Performance measures	Outcomes	<p>Fisherman’s Quay at Sovereign Harbour:</p> <ul style="list-style-type: none"> • Create a more resilient, diverse and connected fishing fleet in a better position to survive and thrive. • Add value to the products through processing, capturing value locally and connecting the community with the local fishing fleet – net profits, number of local retail customers and average retail price per species. • Safeguard 72 jobs and create 4 new jobs in processing and running the facility. • Creating opportunities for training, volunteering and wider educational

			<p>opportunities for younger entrants to the fishing industry, woman, schools.</p> <p>Arndale Extension: Arndale Extension to achieve up to ten apprenticeships, recruitment of 10% (with best endeavours to recruit a further 40%) of local people as employees, contractors and sub-contractors associated with the construction of the development.</p> <p>Devonshire Park Redevelopment: Devonshire Park Redevelopment to engage 25% of the work during construction to local SMEs and employ 25% local labour, to achieve 7 apprenticeships and 9 work experience placements.</p>
8	Long term goals and actions	<p>Are these still relevant? Changes? If not previously stated, what are the team's long term goals now?</p>	<p>Fisherman's Quay at Sovereign Harbour:</p> <ul style="list-style-type: none"> Phase 2 – second building – to house the main administrative offices as well as large storage areas on the ground floor. Timescales for completion end of 2018. Phase 3 – third building – heritage/visitor centre to allow the fleet to actively engage with the local community, visitors and tourists. Vital for disseminating information regarding fisheries, heritage, local marine life and protected areas. Timescales for completion end of 2019. <p>Fisherman's Green: An attractive venue for residents and visitors. Timescales and detail TBC.</p> <p>Devonshire Park Redevelopment =169 operational jobs.</p> <p>Arndale Centre Extension = 700+ operational jobs.</p>
9	Costs	<p>Description of spend, revenue raised, resources, etc (including time for volunteers, social/virtual banking – i.e. swapping/sharing resources, skills, time, etc)</p>	<p>Fisherman's Quay at Sovereign Harbour:</p> <ul style="list-style-type: none"> EMFF grant: currently negotiating intervention rate (between 60-80% is possible) for an overall project cost of £1.3 million East Sussex Invest loan: £200,000 over 5 years ESI4 grant: £40,000 over first 2 years with a focus on job creation CED funding £5,000 and technical support Volunteer time: currently over 100 hours (mainly Graham Doswell Eu10CIC).

			<p>Eastbourne Town Centre Public Realm Improvement Scheme: £6m funding secured from ESCC, EBC and developer contributions.</p>
10	Value	What value to the local economy has been realised by the team?	<p>£13,419,183 per annum – additional projected direct visitor spend from visitors post investment to Devonshire Park.</p> <p>169 FTE – additional jobs supported in Eastbourne as a result of the additional visitor spend.</p> <p>£6.1m per annum – impact on the additional jobs on GVA in the local economy. <i>(Source: Economic Impact Report September 2015.)</i></p> <p>Extension to Arndale Shopping Centre is an £85m private investment into Eastbourne’s Town Centre which is likely to be a catalyst for further regeneration and associated economic growth. The development will deliver 700FTE jobs in addition to construction jobs.</p> <p>Town Centre Public Realm Improvement Scheme is a £6m project that will completely transform the pedestrian environment in Terminus Road and Cornfield Road and is likely to be the catalyst for further private investment in the Town Centre and associated economic growth.</p> <p>Over 5 million visitors per year come to Eastbourne:</p> <ul style="list-style-type: none"> • Spend average £281 million each year in the town. • £125m is spent by day visitors alone. • Biggest spend is £54 million on accommodation and £98m on food and drink. • Tourism is worth over £380m to the local business economy. • The majority of visitors are aged under 55, with 4 in 10 aged from 35 – 54 years old. • A third of all visitors are families with children. • One in five visiting Eastbourne have never been before. <p>Overseas visitors account for 12% of all spending due.</p>
11	Local Enterprise Partnership (LEP)	What is the relationship between the CCT and the local LEP? Does the CCT have a LEP	<p>Eastbourne falls within the South East Local Enterprise Partnership (SELEP).</p> <p>The Leader of Eastbourne Borough Council and the Director of Strategy, Planning and Regeneration are members of Team East Sussex, a federated board of the SELEP.</p>

		coastal contact?	
Communications			
12	Consultation Exercises	Describe recent results of consultations or other feedback – please include outcomes, use of flyers, etc	Fisherman's Quay project: Ran an online survey with local residents about seafood preferences & got over 600 responses which are described and analysed in the CED plan. Ran CED workshop to gather stakeholder views for CED.
13	Communication with community	How has the community and stakeholders been involved and informed of progress and outcomes through all forms of media	Fisherman's Quay project: CED 'launch event' in Spring 2017.
14	GBC Logo	How has the team made use locally of the Great British Coast logo? Please provide examples.	
15	Comms Contact	Details of local contact for comms, media, etc	Cobb PR: http://cobb.agency/
CCT Logistics			
16	Costs	Average running costs of CCT itself	Self-financing. To be met from existing budget and stakeholders time.
17	Sustainability	How will the team continue to sustain itself?	Review of the economic plan to be carried out in 2018.