



## Seaford Town Council

### Seaford Seafront Improvement Plan 2017 to 2020

#### 1. Outline Plan

The ethos of the project is to develop the seafront in a way that meets the expectations of Seaford residents, to attract visitors and locals to sustain the local economy and businesses, to generate a capital surplus, and to have a low risk and low revenue outlay with maximum revenue income.

The plan is completed within the Seaford Town Council's (the Council) strategic objectives of "Developing the cultural and economic well-being of the town" and "Improving and maintaining the recreational facilities of the town".

Since adopting the plan and commencing its implementation the Council has received a lot of very positive comments from residents and visitors alike. These were particularly prevalent during the beach hut open days.

#### 2. History of the Plan

In August 2014, the Council approved the creation of a development plan for Seaford seafront.

In creating the plan, the public consultations from 2010 and 2017 have been referred to, as well as suggestions made by members of the public, and the findings and recommendations of Seaford Community Partnership.

The public consultation in March 2017 was a very informative exercise and helped the Council analyse the purpose of the seafront, establish what residents and visitors expect from the seafront, and, in turn, decide on the key areas to focus on for improvement. Over 1,000 people visited the exhibition and over 450 completed the questionnaire (many as couples).

The plan was then adopted by the Council at its meeting on 28 March 2017.

#### 3. Background information

The Seafront Development Plan was developed as a result of significant consultation with the public, partners and Councillors. It also relied upon key information documents which are listed as appendices below but are not attached to this plan due to their volume.

In addition, the key evidence in developing the plan was the survey results from the public consultation that took place in March 2017. The number of completed responses received at the close of the consultation was 452. A summary of these responses is detailed in section 6 below.

This review will give a snapshot of where the plan stands as of October 2018 and includes some minor amendments. There are also adjustments to some of the costs and timelines that can be more accurately predicted now the plan is underway.

## **Business Plan**

The Seafront Development Plan is formed of ten key projects, a further four have been added with this review:

### **3.1 Martello Toilets (Phase 2)**

Project – Demolition of existing toilet facility and a complete new build. To include five single cubicle WCs, a baby change/family WC, a changing places room, recessed external seating, internal seating and scope for two concessions that can serve both internal and external areas. The aspiration is to start construction towards the end of 2018, but this is dependent upon securing funds from land sales.

Cost - £280,000

Income - £39,000 per annum (£17,000 per annum rent from each of the two concessions to be based within the unit and £5,000 from the toilet income).

Return on Investment – 7.2 years

### **3.2 Bönningstedt Beach Huts (Phase 1, 3 and 4)**

Project – Sixty additional beach huts at Bönningstedt Parade. To be implemented in three phases; forty initially over two phases and a further twenty if there is the demand. As of September 2018, ten huts have been sold with a further one in the pipeline, leaving nine left to sell from phase 1. It is still planned to offer a total of fifty huts for sale over the period of the development. The remainder will be offered on short-term lets, with five of these having disabled access, and will be managed by the café at Bönningstedt on behalf of Seaford Town Council.

If anyone wants to purchase a beach hut with disabled access this can be discussed with a Council Officer.

Cost - £1.2 million (£20,000 per beach hut)

Income - £1.65 million from sales of fifty beach huts (minimum value of £33,000 sale value per hut, after fees). Ten beach huts to be rented out at £1,500 per annum, so revenue increases by £15,000 per annum. Fifty beach huts' ground rental increases revenue by £25,000 at £500 per unit.

It is noted that over the 4 phases of beach hut construction no allowance has been made for increased costs. If these do materialise this will be reflected in increased asking prices so negating any impact and need to accommodate within the figures in Appendix 1.

### **3.3 Bönningstedt Café/ Bar and Toilets (Phase 4)**

Project – An additional café unit and toilets at Bönningstedt Promenade.

Cost - £400,000 (currently a ballpark figure but project would need to be within this cost)

Income - £17,000 per annum

Return on Investment – 17.6 years

Note 1: Whilst this element is in Phase 4 of the project, subject to securing funds from a capital land sale, it will be brought forward as soon as possible. It is recognised that once this is in place beach huts will sell faster and for more. It will also increase the activity in this area of the promenade significantly.

Note 2: We will also investigate running the café in-house. Although this would require more Council resources, there would be scope for a much greater income.

### **3.4 Trees (Phase 3)**

Project – Thirty trees planted at intervals along the seafront.

Cost - £10,000

Income – potential for sponsorship through the Council’s Memorials Policy.

Return on Investment – not applicable at this stage

### **3.5 Sandpits (Phase 3)**

Project – Install two sandpits on the beach; one at Martello Tower and one at Frankie’s Beach Café.

Cost - £5,000

Income – none

Return on Investment – not applicable

### **3.6 Concession Units (Phase 1)**

Project – Establish additional concession units for:

Water Sports

Fish and Chips

Gourmet Food Van

Cost - £0

Income-£3,000 (rising yearly)

All three will provide their own kiosk/units, hence being free to provide.

### **3.7 Replacement Bins (Phase 3)**

Project – Replace existing dual bins and install new recycling bins for increased capacity and easier access.

Cost - £30,000

Income – none

Return on Investment – not applicable

### **3.8 Improved Signage (Phase 2)**

Project – Unify all signage along the seafront.

Cost - £4,000

Income – none

Return on Investment – not applicable

### **3.9 Linkage to the Town Centre (Phase 3)**

Project – Improve the linkage between seafront and town centre through use of information boards, town maps with keys, walkway route planners and pavement markings.

Cost - £20,000

Income – potential for sponsorship on boards/town maps from local businesses.

Return on Investment - not applicable at this stage

Adopted: October 2018 - review: March 2020

### **3.10 Art Feature - The Shoal (Phase 1)**

Project – Completed

#### **Review additions**

### **3.11 Concession Huts (Phase 2)**

Project – Install five painted, wooden huts to house additional non-food concessions. These will be situated near Frankie’s Beach Café and will be available to hire during the summer season. The huts will be dismantled and stored over winter. A sixth hut will contain a mobile toilet for café users and stall holders.

Note: Having a toilet available throughout the high season should mean the Council will receive higher bids for Frankie’s Beach Café when the concession comes up for retender.

Cost - £6,000

Income - £1,200 per annum

Revenue Expenditure - £900 per annum (including toilet hire and installing/removing and storing of huts).

Return on Investment - 20 years

### **3.12 Bike Station and Racks (Phase 2)**

Project – Install an external bike maintenance station (including tools and pump) and bike racks. To be situated near to the Martello Kiosk. This work will be funded by the Seaford Youth Forum with a £500 contribution from the Council.

Cost - £500 (contribution from STC)

Income – none

Return on Investment – not applicable

### **3.13 Disabled Beach Access (Phase 2)**

Project – Install an all-weather, portable surface that will allow wheelchairs users, people with reduced mobility and pushchair users to access the beach as far as where the shingle falls away. Much of the funding for this project will be raised by Seaford Beach Access Campaign with a £1,000 contribution from the Council.

Cost - £1,000 contribution

Income – none

Return on Investment – not applicable

### **3.14 Bönningstedt Gabion Wall (Phase 2, 3 and 4)**

Project- Install a decorative gabion wall to provide protection for the new Bönningstedt beach huts. This will be carried out in phases when sections of huts are installed. Sponsored plaques similar to those at The Shoal will be incorporated to create an income.

Cost - £120,000 (3 x £40,000 per section over the length of 20 huts)

Income - £30,000 (£10,000 per section)

Return on Investment – not applicable

### 3.15 Water Bottle Fill Stations (Phase 2)

Project- Install three water bottle filling stations at Bönningstedt Promenade, Frankie's Beach Café and Martello Kiosk/new toilets and café.

Cost - £6,000

Income – none

Return on Investment – not applicable

### 3.16 Seasonal Rental Beach Huts (Phase 2)

Project – To purchase 6 good quality sheds and decorate both internals and externals in bright seaside colours similar to the Beach Huts located between the Martello Kiosk and Splash Point. The huts will be set up between May and October and stored during the winter.

Booking of the huts will be managed by staff at Frankie's Beach Café (West View Kiosk) on a 20% commission-based fee. Please note, this is still to be agreed with the concession owner but will be part of the tender package when the licence is renewed.

Cost - £8,400

Income - £12,706 per annum

Revenue Expenditure - £1,000 per annum (including installing/removing and storing of huts).

Return on Investment – 0.7 years

## 4. Timetable

The project will be broken down over five years (begun in 2017 and ending in 2022).

<b>Phase 1</b>	Bönningstedt Beach Huts x 20 (no 1-20) Additional Concessions Art Feature – The Shoal
<b>Phase 2</b>	Martello Café and Toilets Improved Signage Concession Huts Disabled Access to Beach Bönningstedt Gabion Wall Water Bottle Fill Station Bike Station and Racks Seasonal Rental Beach Huts
<b>Phase 3</b>	Bönningstedt Beach Huts x 20 (no 21-40) Bönningstedt Gabion Wall Sandpits Trees Linkage to Town Centre Replacement Bins
<b>Phase 4</b>	Bönningstedt Beach Huts x 20 (no 41-60) Bönningstedt Gabion Wall Bönningstedt Café and Toilets

## 5. Financial Summary

### 5.1 *Capital Expenditure - See Appendix 1*

The estimated balance at the end of Phase 4 will be over £73,445.

### 5.2 *Additional Revenue (all figures are net of VAT) - See Appendix 2*

The estimated cumulative revenue total at the end of phase 5 (phase 5 being the following year after the completion of phase 4) is estimated at over £241,124, potentially more depending upon how many years it takes to complete all phases.

### 5.3 *Additional Revenue in a typical year thereafter - See Appendix 2*

The estimated cumulative revenue total each year thereafter will be over £79,306.

### 5.4 *Overall Seafont Revenue figures each year thereafter - See Appendix 2*

The estimated overall seafont revenue figures each year thereafter will be £158,206.

## 6. Supporting Items

Impact Seaford Vision to 2030:

- To make greater use of its (Seaford's) coastal location through a regenerated seafont that is easily accessible from the town centre and transport hubs;
- To utilise the seafont to provide a crucial amenity that supports healthy lifestyles.

Seaford Town Council strategic objectives as adopted in 2016:

- Develop the cultural and economic well-being of the town.
- Improve the environment of the town.
- Improve the seafont.
- Manage the number of seafont concessions.
- Introduce 40 new beach huts.

2017 Public Consultation (over 1,000 people attended; 452 questionnaires completed):

- Support of the seafont development proposals overall 87.8%
- Construction of new toilets at Martello Tower 94.39%
- To incorporate a sheltered seating area within the toilet facility 86.12%
- Additional beach huts 83.78%
- Fresh fish and seafood kiosk 64.73%
- Café at Bönningstedt Promenade 72.37%
- Toilets at Bönningstedt Promenade 77.59%
- Trees along the promenade 69.11%
- Local art features 65.66%
- Sandpits 79.58%
- Improved signage 73.84%
- Water sports concession 51%

(figures in favour of)

## **7. Additional Matters Relating to the Seafront**

### **7.1 Overflow voluntary car park, Martello Fields**

It is proposed to offer whichever of the Martello Fields is available to local charities to operate as an overflow car park on busy days and allow them to make a minimal charge for motorists to park there.

### **7.2 Coach parking**

East Sussex County Council consulted during summer 2018 on a proposal to allow coaches to only park in the parking bays to the west of the Martello Tower on the sea side of the Esplanade. Outcome pending.

### **7.3 Motorhome parking**

East Sussex County Council consulted during summer 2018 on motorhome parking proposals on the seafront. This will allow motorhomes to park on Cliff Rise, the parking bays near Bönningstedt Promenade opposite Edinburgh Road, and the area of the Buckle car park currently solely for HGV vehicles, as well as The Buckle caravan site. If owners wish to park at the public locations overnight they will be required to pay a fee (proposed to be £5 per night) paid via an app or phone line systems, not by meter. Outcome pending.

### **7.4 Car parking and charging**

The Council policy on charging for parking anywhere on the highway in Seaford and in particular along the seafront is that it does not support this at all. All parking bays on the seafront should be available to all car drivers free of charge at all times.

### **7.5 Dog management on the seafront**

It is acknowledged that during the consultation a number of points were raised about dogs and their control on the seafront. A review of the existing byelaw, its enforcement and any reduction or increase in dog control will take place during the lifespan of this plan.

### **7.6 Amalgamation of directional signs**

To reduce street clutter wherever possible, signage will be amalgamated onto one pole. This will require co-operation from East Sussex County Council in some instances. Additionally, the Council does not support the introduction of signs that state the obvious and are likely to be of no effect to offenders such as 'no littering'.

### **7.7 Roll mats for the disabled and pushchair access to the beach – See Business Plan**

The feasibility of providing roll mats to give access the beach for wheelchair and pushchair users will be explored with a view to providing some roll mat areas if this is possible.

### **7.8 Memorial sponsorship telescopes**

Within the existing Memorials Policy there is provision for sponsors to donate three telescopes along the seafront. This project will progress as donations are received.

### **7.9 The Pier and Shoal project - Completed**

Whilst this is a seafront project delivered by the Council in partnership with Seaford Community Partnership, it is progressing to imminent completion irrespective of the Seafront Development Plan but is very much part of the overall improvements to the

seafront. There are no financial implications for this element of the project as it is self-financing from donations for memorial plaques.

#### **7.10 Martello Tower Entertainments Area**

As with The Shoal project, this project to create an entertainments area around the Martello Tower, first conceived by the Community Partnership, is progressing irrespective of the Development Plan.

#### **7.11 Existing and future benches at Bönningstedt**

As the beach huts are installed, existing benches located at Bönningstedt Promenade will be relocated further forward or to the side of the beach hut development. If necessary, a new shelter area will also be looked at for this area.

#### **7.12 Cliff Gardens Coastal Erosion Landscaped Garden and Trail**

This is a proposed project to transform Cliff Gardens into a designated landscape garden of special interest incorporating various circular trails.

### **8. Additional Projects to Consider post 2022**

8.1 During the process of creating the Seafront Development Plan, various other potential project ideas have been suggested that the Council may wish to consider looking at after the implementation of this plan. These are:

- Beach volleyball and beach football courts
- Resurfacing the promenade
- Coach car park
- Electric points for mobile kiosks
- Summer markets
- Flood gates on the promenade
- Additional beach huts adjacent to the Pier area of the seafront
- A shelter at Bönningstedt

### **9. Appendices (not attached, contained within a folder in the offices)**

- 1 Martello Toilets potential designs
- 2 Bönningstedt Beach Hut designs
- 3 Bönningstedt Executive Chalet outline
- 4 Quotation for trees
- 5 Indicative plan of developed seafront
- 6 Fresh fish stall design
- 7 Recycling Bin quote
- 8 Agenda and minutes of Environment Agency liaison meeting
- 9 Town Index Plan example to locate shops from seafront
- 10 Report of Seaford Community Partnership Seafront Consultation 2010
- 11 Seaford 'Pier' Design brief, Seaford Community Partnership
- 12 50 years of Seaford Sea Defences summary
- 13 Newhaven Port Masterplan



- 14 Fleetwood Seafront Masterplan
- 15 Hunstanton Town Centre and Southern Seafront Masterplan
- 16 St Anne's Seafront Masterplan
- 17 Summary of 452 Seaford Seafront Survey questionnaires March 2017
- 18 Report and minutes from Town Council meeting 9/11/2006 agreeing to build beach huts at Bönningstedt
- 19 Department of Transport, traffic advisory leaflet reducing sign clutter 1/2013
- 20 Impact Seaford Economic Action Plan
- 21 Seaford Town Council Strategic Plan Summary