



Seaford Town Council

Report 135/16

Agenda Item No:	5
Committee:	Full Council
Date:	28th March 2017
Title:	Seafront Development Plan
By:	Craig Williams, Projects & Facilities Manager
Purpose of Report:	To adopt the Seafront Development Plan

Recommendations

You are recommended:

- 1. To approve the adoption of the Seafront Development Plan;**
 - 2. To consider whether the items that received less than 50% support within the public consultation should nevertheless be incorporated into the Seafront Development Plan;**
 - 3. To authorise Officers to progress with the development plan as per the adopted plan.**
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1. Information

- 1.1** The Seafront Development Plan has been created, with the ethos of the project to develop the seafront in a way that meets the expectation of Seafordians, attracts visitors and Seafordians to sustain the local economy and businesses, generates a capital surplus, is low risk and a low revenue outlay with maximum annual revenue surplus for reinvestment in the Town.
- 1.2** The Appendix A is the Outline Development Plan in a way that meets the above criteria.
- 1.3** The plan is to use the £300,000 capital investment from the sale of a piece of land at The Holt and selling 5 beach huts (see report 120/16 at item 6 on this agenda) to fund the project initially. The money would be recuperated after a £2.2 million 3-year regeneration project, plus an additional £125,000.
- 1.4** The £2.2 million investment also includes increasing the annual revenue income from £60,000 to £176,000, thus ensuring that a robust preventative maintenance programme can be implemented to ensure the longevity of the facilities as well as freeing up revenue income to improve Seaford within the Town Council's policies.
- 1.5** A public consultation was carried out between 3rd and 14th March to aid the Council in creating the preferred options for the development for the majority of residents and tourists.
- 1.6** The development plan as presented at Appendix A includes the aspects of the consultation questionnaire that the public have been in favour of.
- 1.7** In addition to this are items that did not receive a majority vote from the public consultation (or a very split opinion) that the Council are asked to consider if it wishes to include in the plan:

- (a) Outdoor Gym Equipment at intervals along the promenade received 27% yes feedback, approximate cost £25,000;
- (b) Charging for use of the toilets at Martello Tower, which received a 40% yes feedback (with a 50% favour of 20p; 45% for 10p and 5% 50p). Approximate annual income at 20p is £11,000, plus the loss of income when Bönningstedt toilets are completed in year 3;
- (c) Inclusion of incorporated showers within the toilet facility at Martello Tower, which would be chargeable, receiving a 47% yes feedback. Additional costs of approximately £20,000, plus the loss of revenue of approximately £2,600;
- (d) Providing a beach volleyball and football sand area, which received a 48% yes feedback, cost for volleyball £15,000 and football £20,000.

1.8 It is noted that the demographic of the responses was heavily weighted to the over 55s as per table below.

Answer Choices	Responses
Under 18	2.36%
18 - 24	0.71%
25 - 34	3.54%
35 - 44	8.96%
45 - 54	8.96%
55 - 64	23.58%
65 years or older	51.89%
Total	

1.9 It is therefore perhaps not so surprising that some of the activities more largely aimed at the younger generations have not been given overwhelming support such as the beach volleyball and beach football.

The Council may wish to consider including these as they can also act as a distraction from causing antisocial behaviour, which is on the increase in places like The Crouch.

It also addresses to some extent the comment from teenagers that "There is nothing to do in Seaford" that most members of the Council have heard at some point.

This may also be a feature that would be an attraction to the developer of the Iconic Café when that goes out to tender, as it is directly opposite the site for the beach volleyball.

1.10 The showers within the toilet block did not receive much support with many residents worried about the people they may attract. The non-inclusion of these in the toilet block is of assistance however in keeping the costs of construction to less than £200,000. However, many residents suggested that there should be some outdoor showers available as at other resorts. These would cost approximately £1,500 each and it is suggested there should be three locations if the Council is minded to include these. Namely Martello, Frankie's Café and Bonningstedt Parade.

- 1.11** Outside of the Seafront Development Plan itself the skate park within the Salts achieved 90% support, the water play area again in the Salts received 92% support and the crazy golf in the Salts received 84% support. The Salts Development Plan will be slightly altered to reflect these responses and brought back to Council for consideration in due course.
- 1.12** The idea of pedestrianising part of the High Street met with a 50 / 50 response. It is clear from the responses that some of the issues for objecting can be alleviated or dealt with entirely. This may therefore be something that is revisited as part of the Neighbourhood Plan process.
- 1.13** The preference for signage to the town centre was for brown signs (72%) and a noticeboard with all businesses on (60%).
- 1.14** Accordingly, the questions in summary for Councillors to consider for inclusion within the plan that currently are not are;
- Seafront gym equipment
 - Charging for use of toilets
 - Shower units within toilets
 - Three showers on the beach
 - Beach volleyball and football

2. Financial Implications

The financial implications are set out in the Seafront Development Plan at Appendix A.

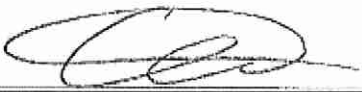
As it is presented, they are a £2.2 million outlay over a 3-year period with a £2.6 million return at the end of the project.

These figures would be adjusted if any of the optional items at 1.7 of the report are included in the Plan.


3. Contact Officer

The Contact Officer for this report is Craig Williams, Projects & Facilities Manager.

Projects & Facilities Manager



Town Clerk





Seaford Town Council

Appendix A

Seaford Seafront Development Plan 2017 to 2020

1. Outline Plan

The ethos of the project is to develop the seafront in a way that meets the expectation of Seafordians, attracts visitors and locals to sustain the local economy and businesses, generates a capital surplus, is low risk and low revenue outlay with maximum revenue income.

The plan is completed within the Councils Strategic Objectives of “Developing the cultural and economic wellbeing of the town” and “Improving and maintaining the recreational facilities of the Town”.

2. History of the Plan

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

In creating the plan, the public consultations from 2017 and 2010 have been referred to, as well as suggestions made by members of the public over the years.

The public consultation in March 2017 was a very informative exercise and helped the Council analyse the purpose of the seafront, what residents and visitors look for from the seafront, and in turn the key areas for improvement. Over 1000 people visited the exhibition and over 450 completed the questionnaire (many as couples).

The plan was then adopted by Seaford Town Council at its meeting on

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 provider 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 time of the consultation closing was 452. A summary of these responses is detailed in section 7 below.

4. Business Plan

The Seafront Development Plan is formed of 11 key projects:

4.1 Martello Toilets (year 1)

Project – Demolition of existing toilet facility and a complete new build. To include unisex toilet facilities, two storage areas (Seaford Lifeguards and general storage) and two concession kiosks as well as a sheltered seating area. To be individual toilet cubicles and a brick built building with the intention of commencing construction at the end of summer 2017.

Cost - £200,000

Income - £30,000 per annum (£15,000 per annum rent from each of the two concessions to be based in the unit).

Return on Investment – 6.6 years

4.2 Bönningstedt Beach Huts (year 1 & 2)

Project – 60 additional beach huts at Bönningstedt Parade. To be implemented in two phases; 40 initially over two years and a further 20 if there is the demand. The intention is to commence construction of the beach huts off site in Spring 2017 with the first installations taking place in time for the summer holidays. It is planned to offer a total of 50 huts for sale over the period of the development. The remainder will be offered on short term lets and will be managed by the Café at Bönningstadt on behalf of Seaford Town Council.

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

Income - £2 million from sales of 50 beach huts (minimum value of £40,000 sale value per hut, after fees). 10 beach huts to be rented out at £1,500 per annum, so revenue increases by £15,000 per annum. 50 beach huts ground rental increases revenue by £30,000 at £600 per unit.

Return on Investment – Within 1 year, with a profit of £20,000 per beach hut

4.3 Bönningstedt Café and Toilets (year 3)

Project – an additional café unit and toilets at Bönningstedt Parade.

Cost - £300,000 (currently a ballpark figure but project would need to be within this cost).

Income - £15,000 per annum.

Return on Investment – 23.3 years

4.4 Cordyline Trees and plants (year 1)

Project – 30 cordyline 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.

4.5 Sandpits (year 1)

Project – installing 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.

4.6 Concession Units (year 1)

Project – to provide additional concession units for;

Water Sports – cost £0, income £2,500 per annum (rent)

Fresh Fish – cost £0, income £3,000 per annum (rent)

Gourmet Food Van – cost £0, income £2,500 per annum (rent)

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

4.7 Replacement Bins (year 2)

Project – replace existing dual bins for increased capacity and easier access.

Cost - £30,000

Income – none.

Return on Investment – not applicable.

4.8 Improved Signage (year 2)

Project – unifying all signage along the seafront.

Cost - £10,000

Income – none.

Return on Investment – not applicable.

4.9 Linkage to the Town Centre (Year 2)

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 - £40,000

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

Return on Investment - not applicable at this stage.

4.10 Bönningstedt Executive Chalets (year 3)

Project – to provide 20 executive chalets 15 for rental and 5 for sale at Bönningstedt Parade.

Cost - £350,000 (currently a ballpark figure but project would need to be within this cost).

Income - £300,000 from the sale of 5 Executive Chalets at £60,000 per chalet. Rental income £45,000 per annum (£3,000 per chalet), ground rental income of £5,000 per annum (£1,000 per chalet).

Return on Investment – less than 1 year

4.11 Art Features (year 2)

Project – to install local art features on the seafront.

Cost - £20,000 (exact number of features not yet known but will not exceed this figure)

Income – potential for sponsorship from local businesses and or securing appropriate grant to increase scale of project.

Return on Investment – not applicable.

5. Timetable

The project will be broken down over 3 years beginning in 2017 and ending in 2020.

Year 1 (2017): Martello Toilets, 20 beach huts, sandpits, concessions and trees.

Year 2 (2018): 20 beach huts, signage, linkage to town centre, bins and art features.

Year 3 (2019): 20 beach huts, Bönningstedt café, toilets and chalets.

6. Financial Summary

6.1 Capital Expenditure

Year 1		
Expenditure	<i>Martello Toilets</i>	<i>£200,000</i>
	<i>20 beach huts</i>	<i>£400,000</i>
	<i>Sandpits</i>	<i>£5,000</i>
	<i>Trees</i>	<i>£10,000</i>
	<u>Total Expenditure</u>	<u>£615,000</u>
Income	<i>Sale of 20 beach huts</i>	<i>£800,000</i>
	<i>Land sale at The Holt (Capital Income)</i>	<i>£150,000</i>
	<i>Sale of 5 beach huts (Capital Income)</i>	<i>£150,000</i>
	<u>Total Income</u>	<u>£1,100,000</u>
	Yearly balance	<u>£485,000</u>
	Cumulative balance	<u>£485,000</u>

Year 2		
Expenditure	<i>20 beach huts</i>	<i>£400,000</i>
	<i>Signage</i>	<i>£20,000</i>
	<i>Linkage to Town Centre</i>	<i>£40,000</i>
	<i>Bins</i>	<i>£30,000</i>
	<i>Art Features</i>	<i>£20,000</i>
	<u>Total Expenditure</u>	<u>£510,000</u>
Income	<i>Sale of 20 beach huts</i>	<i>£800,000</i>
	Annual balance	<u>£290,000</u>
	Cumulative balance	<u>£775,000</u>

Year 3		
Expenditure	<i>20 beach huts</i>	<i>£400,000</i>
	<i>Bönningstedt Café/Toilets</i>	<i>£300,000</i>
	<i>Bönningstedt Chalets</i>	<i>£350,000</i>
	<u>Total Expenditure</u>	<u>£1,050,000</u>
Income	<i>Sale of 10 beach huts</i>	<i>£400,000</i>
	<i>Sale of 5 Chalets</i>	<i>£300,000</i>
	<u>Total Income</u>	<u>£700,000</u>
	Annual balance	<u>-£350,000</u>
	Cumulative balance	<u>£425,000</u>

The balance over three years is £425,000 (not including additional revenue income) which will be paid back in to the Capital Expenditure fund for other developments. This is in return of the funds from the land sale at The Holt (£150,000).

6.2 Additional Revenue (All figures are net of VAT)

Year 1		
Expenditure	<i>Loss of rental income for 5 beach huts sold at Martello at £800 per unit, less ground rent gained at £300 per unit</i>	<i>£2,500</i>
	<u>Year 1 revenue expenditure</u>	<u>£2,500</u>
Income	<i>Additional concessions x 3 at Bönningstedt; fresh fish, water sports and gourmet food</i>	<i>£8,000</i>
	<i>Half year ground rent from additional 20 beach huts at £500 per unit</i>	<i>£5,000</i>
	<u>Year 1 revenue income</u>	<u>£13,000</u>
	Year 1 balance	<u>£11,500</u>
	Cumulative revenue total	<u>£11,500</u>

Year 2		
Expenditure	<i>Loss of rental income for 5 beach huts sold at Martello at £800 per unit, less ground rent gained at £300 per unit</i>	<i>£2,500</i>
	<u>Year 2 revenue expenditure</u>	<u>£2,500</u>
Income	<i>Additional concession unit at Martello Toilets</i>	<i>£15,000</i>
	<i>Half year ground rent from 2nd phase of 20 additional beach huts at £500 per unit</i>	<i>£5,000</i>
	<i>Full year ground rent from 1st phase of 20 additional beach huts at £500 per unit</i>	<i>£10,000</i>

	<i>Additional concessions x 3 at Bönningstedt; fresh fish, water sports and gourmet food</i>	£8,000
	<u>Year 2 revenue income</u>	<u>£38,000</u>
	Year 2 Balance	<u>£35,500</u>
	Cumulative revenue total	<u>£47,000</u>

Year 3		
Expenditure	<i>Loss of rental income for 5 beach huts sold at Martello at £800 per unit, less ground rent gained at £300 per unit</i>	£2,500
	<u>Year 3 revenue expenditure</u>	<u>£2,500</u>
Income	<i>Additional concession unit at Martello Toilets</i>	£15,000
	<i>Full year ground rent from additional 40 beach huts at £500 per unit</i>	£20,000
	<i>Additional concession unit as Bönningstedt café (half year)</i>	£7,500
	<i>Additional concessions x 2 at Bönningstedt; fresh fish and water sports</i>	£5,500
	<u>Year 3 revenue income</u>	<u>£58,000</u>
	Year 3 Balance	<u>£55,500</u>
	Cumulative revenue total	<u>£102,500</u>

Note - the above figures do not include contingencies at this stage which ordinarily should be 10% of costs.

6.3 Additional Revenue in a typical year thereafter

Revenue account each year thereafter		
Expenditure	<i>Loss of rental income for 5 beach huts sold at Martello at £800 per unit less ground rent gained at £300 per unit</i>	£2,500
	<i>General maintenance budget for all additional facilities retained by STC</i>	£16,000
	<i>Cleaning costs for Bonningstadt toilets</i>	£7,000
	<u>Annual revenue expenditure</u>	<u>£25,500</u>
Income	<i>Additional concession unit at Martello Toilets</i>	£15,000
	<i>Full year ground rent from additional 40 beach huts at £500 per unit</i>	£20,000
	<i>Full years rent of 10 new beach huts at £1,200 per unit</i>	£12,000
	<i>Additional concession unit as Bönningstedt café</i>	£15,000
	<i>Full year rent income from 15 Executive Chalets at £3,000 per chalet</i>	£45,000

	<i>Full year ground rent from 5 Executive Chalets at £700 per chalet</i>	£3,500
	<i>Additional concessions x 2 at Bönningstedt; fresh fish and water sports</i>	£5,500
	<u>Annual revenue income</u>	<u>£116,000</u>
	Annual Balance	<u>£90,500</u>

Notes

All figures are estimates based on where possible outline quotes.

Accordingly the figures are accurate estimates and not definitive figures.

6.4 Overall Seafront Revenue figures each year thereafter

Annual overall financial performance of seafront		
Expenditure	<i>Existing average expenditure</i>	£12,000
	<i>Loss of rental income for 5 beach huts sold at Martello at £800 per unit less ground rent gained at £300 per unit</i>	£2,500
	<i>Additional annual maintenance budget</i>	£16,000
	<i>Cleaning costs for Bönningstadt toilets</i>	£7,000
	<u>Total Expenditure</u>	<u>£37,500</u>
Income	<i>Existing average income</i>	£60,000
	<i>Additional average income</i>	£116,000
	<u>Total income</u>	<u>£176,000</u>
	Estimated annual balance	<u>£138,500</u>

7. Supporting Items

Impact Seaford Vision to 2030:

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

Seaford Town Council strategic objectives as adopted in 2016:

- 'To develop the cultural and economic well-being of the town.
- To improve the environment of the town.
- Improve the seafront.
- Manage the number of seafront concessions.
- Introduce 40 new beach huts.'

2017 public consultation; over 1,000 people attended and 452 completed questionnaires:

- Support of the seafront development proposals overall 87.8%
- Construction of new toilets at Martello Tower 94.39%
- To incorporate a sheltered seating area 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%
- Improve signage 73.84%
- Water sports concession 51%

(figures in favour of)

8. Additional matters relating to the Seafront

8.1 Overflow voluntary car park, Martello fields

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

8.2 Coach parking

East Sussex County Council are due to consult in September 2017 on a proposal to allow coaches only to park on the parking bays to the west of The Martello Tower on the sea side of The Esplanade.

8.3 Motorhome parking

East Sussex County Council are due to consult on motorhome parking proposals on the seafront in September 2017. This will allow motorhomes to park on Cliff Rise, the parking bays near Bönningstedt Parade 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 (proposed to be £5 per night) paid via app or phone line systems, not by meter.

8.4 Car parking and charging

Adopted: March 2017 - review: March 2020

The Town Council policy on charging for parking anywhere on the highway in Seaford and in particular 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.

8.5 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.

8.6 Amalgamation of directional signs

To reduce street clutter wherever possible signage will be amalgamated onto one pole. This will require cooperation from East Sussex County Council in some instances. Additionally the Town 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".

8.7 Roll mats for disabled and push chair access to the Beach

The possibility of providing roll mats to access the beach for wheelchair users and push chair users will be explored to see if it is feasible. With a view to providing some roll mat areas if this is possible.

8.8 Memorial sponsorship telescopes

Within the existing memorials policy there is provision for donators to sponsor three telescopes along the seafront, this project will progress as donations are received.

8.9 The Pier and Shoal project

Whilst this is a seafront project delivered by Seaford Town Council in partnership with Seaford Community Partnership it is progressing 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 memorials on the project.

8.10 Martello Tower Entertainments area

As with the Shoal project this project to create a entertainments area around the Martello Tower, first conceived by the Community Partnership is progressing irrespective of the Development Plan. It is similarly funded by donations though a grant has also been submitted to provide additional facilities for the area as well as electricity supply.

8.11 Existing and future benches at Bönningstedt

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

9. Additional Projects to Consider post-2020

9.1 During the process of creating the Seafront Development Plan, various other potential project ideas have been revealed 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
- Splash Point
- Additional beach huts adjacent to the Pier area of the seafront
- Decorative and safe flint wall to rear of concrete barrier wall at Bönningstedt
- Shelter at Bönningstedt

10. Appendices (not attached unless stated contained within folder in office)

- 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 (attached)
- 6 Fresh fish stall design
- 7 Recycling Bin quote
- 8 Agenda and minutes 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 Annes Seafront Masterplan
- 17 Summary of 452 Seafront Survey questionnaires Seaford March 2017

Appendix B

