

# Seaford Neighbourhood Plan

## Local Economy & Facilities Focus Group



### Introduction

The Town of Seaford is privileged to be located in one of the most beautiful locations in the UK. There is a strong sense of community in The Town with a peaceful and tranquil environment. These qualities are what attract the Town's visitors. With reasonable transport links to Lewes, Brighton, London and beyond by train, as well as the A259 road connection (with its regular bus service) means that the majority of Seaford is a "connected" destination. Seaford has seen a doubling of its population since the 1960's making it the largest town in the district. However, with population growth and a need for an additional (minimum) 184 net additional housing units, there is the need to ensure the necessary local services, infrastructure and economy to support the growth in the population. This evidence report sets out our initial thinking that we wish to consult on both with local residents and stakeholders over the coming months.

### Aim and Objectives of group

**Background:** The aims and objectives below are based upon:

- Answers to the relevant questions in the Neighbourhood Survey undertaken to support the Neighbourhood Plan Process;
- Input from the Workshops held regarding the Neighbourhood Plan;
- The input of the Focus Group and the Steering Group;
- Initial discussion with stakeholders; and
- A range of data sources that we have researched.

A list of the key sources and events utilised to date is included in Annex A.

**Next Steps:** The combination of the above 5 bullet points creates a strong foundation of evidence. The information included in this report will be presented on the 30<sup>th</sup> November at the major consultation evening to get evidence from Town Residents. After this event we will:

1. Seek input from a range of stakeholders to both discuss our ideas and get further evidence to inform our eventual recommendations. Annex B sets out a list of the key Stakeholders we will approach; and

2. Continue our strong dialogue with residents through further consultation, including additional questionnaire(s) on any areas we wish to follow-up on.

**Aim:** To examine what enhancements need to be made to the economic infrastructure, physical infrastructure and facilities to promote sustainable development throughout The Town.

In delivering the above aim the Focus Group has the following objectives:

1. Examine what can be done to support the local economy, for example tourism, especially to take advantage of our natural assets;
2. To understand the current status of the infrastructure, including educational and medical facilities and the utilities (gas, electric, water, sewage and telephony) and their current ability to expand capacity (if any) in the Town;
3. To examine whether there is the need for any additional social infrastructure such as a community centre or youth facilities;

To inform and shape these objectives, we undertook a SWOT analysis:

### SWOT Analysis for Group

<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>• A stunning coastline and the South Downs National Park;</li> <li>• Unspoilt seafront with excellent vistas and accessibility;</li> <li>• Good sports facilities;</li> <li>• Seaside gateway to the South Downs National Park;</li> <li>• Number of national cycle routes run through the Town;</li> <li>• A vibrant town centre with a good mix of shops, restaurants, pubs, banks and facilities;</li> <li>• Excellent film location.</li> </ul>	<p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>• A potential lack of school provision;</li> <li>• NHS services under continued pressure;</li> <li>• Lack of facilities for young people;</li> <li>• Potential under-provision of tourist accommodation;</li> <li>• Lack of affordable and accessible community "space"</li> <li>• No start up business incubator centre;</li> <li>• Disconnect between seafront (main visitor attraction) and Town Centre, including lack of signage.</li> </ul>
<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• To enhance tourism in the Town;</li> <li>• To improve youth and community facilities</li> <li>• To promote sustainable development which supports our strong environment and countryside assets.</li> </ul>	<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>• Increased population growth without the necessary infrastructure;</li> <li>• Seafront does not receive the necessary maintenance it requires.</li> <li>• Health and education services become insufficient.</li> </ul>

## Summary of issues and concerns (backed with evidence)

The remainder of this report now sets out evidence against each of the above 3 objectives, which combined will deliver the aim we have set for this Focus Group. Like other Focus Groups, we have also been very aware of the fact that our role is to look at where we think the Neighbourhood Plan can make recommendations which **add** to the policy framework, which at this stage we refer to as our key proposals. As a result, we have undertaken a full review of what we see as the key current policy framework – this is set out fully in Annex C, but overall covers:

1. The National Planning Policy Framework<sup>1</sup>;
2. Lewes District Local Plan Part 1 – Joint Core Strategy<sup>2</sup>; and
3. Specific policies that Lewes District Council already have.<sup>3</sup>

As a result, the report also sets out where we think an issue is important, but where additional recommendations are not needed. A key example would be with regard to Seaford's retail offering where, for example, by Core Strategy 6 of the Lewes District Council Core Strategy Part 1 sets out a robust policy already.

**Objective 1: Examine what can be done to support the local economy, for example tourism, especially to take advantage of our natural assets.**

**Background:** The Town is fortunate to be undertaking its Neighbourhood Plan within a strong policy framework. At national level, the National Planning Policy Framework sets out the need for sustainable development which includes the following statement about sustainability:

- ***an economic role – contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure;***
- ***a social role – supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations; and by creating a high quality built environment, with accessible local services that reflect the community's needs and support its health, social and cultural well-being;***<sup>4</sup>

Lewes District Council (LDC) also has a very robust policy framework. In relation to the local economy the Focus Group in particular wants to draw out the following approach by LDC:

<sup>1</sup>[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/6077/2116950.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf)

<sup>2</sup> [http://www.lewes.gov.uk/Files/plan\\_Adopted\\_JCS\\_with\\_front\\_cover.pdf](http://www.lewes.gov.uk/Files/plan_Adopted_JCS_with_front_cover.pdf)

<sup>3</sup> [http://www.lewes.gov.uk/coun/planning/lewes\\_local\\_plan/contents\\_written.htm](http://www.lewes.gov.uk/coun/planning/lewes_local_plan/contents_written.htm)

<sup>4</sup> Paragraph 7:

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/6077/2116950.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf)

## I. Overall approach to infrastructure

The Focus Group is very pleased that LDC has three key policies regarding infrastructure and access:

- ST1 (Infrastructure Provision) states: **Development will not be permitted unless the District Council is satisfied that the infrastructure directly required to service the development, including foul drainage, water supply, education facilities, social infrastructure and transportation are available or will be provided in time to serve the development.**
- ST5 & ST6 (Access for People with Limited Mobility):
  - ST5 states: **In order to ensure that pedestrian environments are designed to meet the needs of people with disabilities the local authority will have regard to this matter both in determining planning applications and in the design of environmental enhancement schemes. The local authority will be mindful of the standards recommended by the Institution of Highways and Transportation in respect of a barrier-free environment.**
  - ST6 states: **Proposals for new buildings (or for the alteration or change of use of existing buildings) which are/will be open to the public or are/will be used for employment, leisure, recreation, community services and education or transport purposes shall provide external ground surfaces and approach routes which facilitate easy accessibility to the building by wheelchair users.**

**Proposal 1:** We fully support upholding the approach to infrastructure set out in LDC's existing policy framework.

## II. Retail and Sustainable Town & Local Centres

**Background:** Of the 1100 responses to the Neighbourhood Survey, 909 respondents agreed that the Town Centre of Seaford should be protected from non-retail development to preserve it as a viable town centre. Additionally, there were 116 mentions of the need for supermarkets and shops and 58 mentions for cafes/ pubs/ restaurants/coffee bars and visitor accommodation. The Focus Group agrees and has looked at this area in detail, starting with the Regeneration Strategy and the existing policy framework. To support retail centres, the LDC Core Strategy defines Seaford as a "Main Town Centre" and it states on page 102:

## Core Policy 6 – Retail and Sustainable Town and Local Centres

### Key Strategic Objectives:

- *To maintain and enhance the vitality and viability of the district's town centres, retail centres and local centres as hubs for shopping, business, entertainment, cultural and community life.*
- *To stimulate and maintain a buoyant and balanced local economy through regeneration of the coastal towns, towns, support for the rural economy and ensuring that the economy is underpinned by a balanced sector profile.*

This is a strong policy framework for both the economy and Seaford's retail centre. This is further under-pinned by a range of LDC policies, a list which is fully set out in Annex C. The combination of these policies creates very strong "under-pin" for the Town, especially policies E3, E4 and E5. These set out how LDC will look at development to promote the viability and vitality of town centres and about the impact of changing retail to non-retail purposes.

Additionally, we understand that policy E4 allows residential development above ground floor level and we propose examining this further, especially with the Housing Focus Group, to ascertain whether this policy is sufficiently well-known

We also note that, in response to the Neighbourhood Plan survey, over 40% of those who run business or are self-employed, said they needed no additional facilities. The totality of LDC's current policy framework, and with recognition that the role of the Neighbourhood Plan is to add to the policy framework and to only suggest policy that is proportionate, we do not believe any further policy is needed regarding Seaford's retail offering. Rather, we think the existing policy framework should be fully upheld.

**Proposal 2:** That the existing policy framework regarding the economy, retail and town centres is given full weight when considering future development in Seaford. Our work will be to ascertain whether policy E4 is well known in the Town, and if not, how to best promote it (in conjunction with the Housing Focus Group).

- The Focus Group also noted that the Town has no known "incubator unit" to assist small businesses. The Focus Group is keen to understand whether there is a need for such a provision.

**Proposal 3:** To examine if there need for a small business "incubator unit".

### 3 – Promoting sustainable tourism

**Background:** An overwhelming majority (930) respondents out of 1100, to the Neighbourhood Plan Survey, agreed that tourism is vital to the local economy to ensure local businesses remain viable. We have also had an initial engagement with the Town's Tourist Information, and the answers to the brief questionnaire are set out in Annex D. Discussion with eight Accommodation Providers has also been undertaken which provided some useful input and evidence – this is set out in Annex E. As a result, the Focus Group has thought about this issue in three ways:

- I. The availability of visitor accommodation;
- II. Taking full advantage of the natural assets that Seaford has – notably the Seafront and being a seaside gateway to the South Down's National Park; and
- III. Overall facilities for visitors.

Below we explore each of these three areas, but before we do, we wanted to note the strong policy framework delivered by the Core Strategy and Policy E10:

- The Core Strategy on page 98 states:

**Core Policy 5 – The Visitor Economy**

**Key Strategic Objectives:**

- **To take advantage of the richness and diversity of the district's natural and heritage assets to promote and achieve a sustainable tourism industry in and around the district.**
- Policy E10 states: **Planning permission will be granted for tourism facilities which make the most effective use of the District's cultural, natural and historic assets, subject to compliance with all relevant District-Wide Policies.**

The Focus Group again acknowledges the strong basis this provides as it explores the above three areas in detail below.

**Visitor accommodation:**

Whilst the Group Recognises that the Town could benefit from additional visitor accommodation, from a policy perspective we have analysed that Lewes District Council already has a strong policy framework in place, in particular:

- E11, E12 & E13 – Hotels, Guest Houses and other Services Accommodation
- E14 – Bunk House Accommodation
- E15 – Existing Camping/ Touring Caravan Sites
- E16 & E18 – New Camping/ Touring Caravan Sites
- E19 - Static Holiday Caravan Sites

As a result, it is our view that no additional policy is required through the Neighbourhood Plan given our role is to suggest additional policy. Our view is that visitor accommodation could become available if there was sufficient economic demand for more to be provided. Economic growth is therefore the key.

**Proposal 4:** That the existing policy framework with respect to visitor accommodation is sufficient.

### ***Taking full advantage of the Town's natural assets***

Seaford's Seafront is a key asset both in terms of flood defence, recreation, tourism and natural beauty. Thankfully, the Town already has a strong policy framework through Lewes District Council's policies SF14, SF15 and SF16. In effect, there is already policy in place to ensure that the beautiful vistas and unspoilt seafront is preserved as a natural asset of the Town. This should be fully upheld.

However, the Focus Group also recognises that there is the need to consider how best this natural asset can be enhanced, and much work has been done by the Seaford Community Partnership to establish the public's views on the Seafront. There were a major consultation exercises in 2010 (questionnaire) and a special exhibition held in 2012 where 850 people took part and below is an overview of the key issues deemed as needing to be looked at<sup>5</sup>:

**What improvements would you like to see to Seaford seafront?**



The Focus Group believes that many of these issues still need to be delivered to help promote the economy and tourist appeal of the Town.

**Proposal 5:** That the Focus Group takes forward work to examine what policies may be needed to help enhance and preserve the Town's main tourism "asset", that is, the seafront to support the local economy, visitor numbers and the opportunities and enjoyment for residents (also please see proposal 7 below).

The Focus Group also explored whether it should look at how it could enhance Seaford's role as a gateway to the National Park and to promote our own visitor attractions. We will explore this with consultees given that in the Neighbourhood Survey there were 52 mentions of the need of more cinema/ theatre provision and the results of our discussions with Tourist Information and eight providers of accommodation (see Annex's D & E).

**Proposal 6:** That we will discuss, through consultation, whether the Neighbourhood Plan can add to the policy framework to support the Town being a seaside gateway to the National Park and to promote our own visitor attractions.

#### **Facilities for tourists:**

The Focus Group recognises that we are fortunate to have a number of key visitor attractions, especially on the Seafront. The Focus Group has taken the view that if the enhancements to the Seafront could be delivered this would be a substantial improvement. We think the Neighbourhood Plan can add further value for tourism in relation to signage – both to the Seafront but also to where the amenities are. We note as you enter Seaford from Newhaven there is no sign for the Seafront. We also note that it is not obvious how you access the town centre from the Seafront. We believe enhanced signage could support the entire Town.

As well as a lack of signage, the physical construction of the seawall, road crossings and pedestrian access to the High Street make it difficult for visitors to access the town centre; there is not a clear "Gateway" from the seafront to the town centre"

**Proposal 7:** That the Focus Group takes forward recommendations on how to better sign-post and adapt the seawall, footpaths etc. to access our key assets, and in doing so support the economy and infrastructure of the Town.

**Objective 2 -** To understand the current status of the infrastructure, including educational and medical facilities and the utilities (gas, electric, water, sewage and telephones) and their current ability to expand capacity (if any) in the Town



We recognise that for there to be sustainable development in the Town, educational and medical services are crucial. The Neighbourhood Survey mentioned the need for health facilities 71 times and education/ school 19 times.

In terms of existing policy there is Policy ST1 which we discussed in full above. In addition to Policy ST1, we are aware that Lewes District Council has the following policy regarding educational facilities:

- RES 20 states: ***In areas where there is a demonstrable deficiency of educational facilities or establishments, or where existing educational facilities or establishments are at capacity, additional residential development will be expected to make provision, through commuted payment, for the extra educational demands that it will generate, commensurate with the scale of the development.***

For healthcare we are not aware of any similar policy.

Given the importance of these services this will be a key area of work for this Focus Group.

**Proposal 8:** The focus group will work with: the local education providers, local health providers and providers of the utilities to understand what level of capacity (or deficiency) currently exists to determine if any additional policy is required in the Neighbourhood Plan.

### ***Objective 3 - To examine whether there is the need for any additional social infrastructure such as a community centre or youth facilities***

The Focus Group has looked at five specific areas:

- Provision of sport, play and recreation;
- Provision of services for the young;
- Provision of a community centre;
- Policing; and
- Recycling.

#### Provision of sport, play and recreation:

The Neighbourhood Survey had 181 mentions of the desire for a “bigger, better, modern swimming pool” and 134 mentions of more “sports facilities”. Whilst the Focus Group agrees more would be desirable we had to look at it in terms of policy proposals for the Neighbourhood Plan. We are aware that the role of the Neighbourhood Plan is to add to the policy framework, not to duplicate it. We are aware that Lewes District Council has retained policies RE1, RE2 and SF12. RE1 and RE2 state:

### **RE1 - Provision of Sport, Recreation and Play**

• **The Council will seek (through positive planning and provision, and through the control of development) to achieve provision of outdoor public and private playing space, which are as a matter of practise and policy available for public use, to at least the following minimum standards:**

- **1.7 ha per 1,000 population for outdoor sports, including pitches, courts and greens, and**
- **0.7 ha per 1000 population for children’s play, of which about 0.2 – 0.3ha will comprise equipped areas and 0.4 – 0.5ha will be of a more casual or informal nature.**

### **RE2 - Existing Recreational Open Space**

- **Planning permission will not be granted for development proposals which would result in the loss of existing outdoor playing space, or other space with recreational or amenity values regardless of their current or past availability to the public, unless it can be demonstrated that:**
  - (a) sports and recreation facilities can be best retained and enhanced through the redevelopment of a small part of the site, or**
  - (b) alternative provision of at least equivalent community benefit is made available.**

SF12 goes on to state that, at the time it was written, that there is a recognised shortfall of recreation space in the Town. This is a very strong policy backdrop and an area where, in our view, no additional policy recommendations are required

**Proposal 9:** That RE1 and RE2 considerations continue to be given full weight and consideration as part of the planning process.

### Provision of services for the young

The Neighbourhood Plan Survey had 88 mentions of the need for “youth facilities, youth club, things for teenagers to do”. The Focus Group is aware that there is only one non-faith based youth centre in the Town. Ideally, there would be more. We will, as part of our work with the educational establishments, understand if there is a need for more, and also discuss with the Housing Focus Group if there is any potential site where one could be placed if deemed necessary.

**Proposal 10:** Through consultation understand if a new Youth Centre is required, and if so, where there may be available space to provide one.

### Provision of a community centre

For a Town the size of Seaford, there is very limited low cost space to convene events, groups or classes. The Neighbourhood Plan survey had 45 mentions of the need for a “modern community/ conference centre/hall/arts centre”. This under-provision does not support a vibrant market. We will, through consultation, understand if there is a need for a community centre or if better use of existing space could be obtained. If need is established, we will discuss with the Housing Focus Group if there is any potential site where one could be placed if deemed necessary.

**Proposal 11:** Through consultation understand if a new affordable Community Centre is required or if existing provision could be better utilised. If need is established, to work out where there may be available space to provide one.

### Policing

The Focus Group recognises it is not an expert in this area, but recognises that an increased population may require a greater police resourcing.

**Proposal 12:** Through consultation understand if any recommendations in the Neighbourhood Plan are required on policing.

### Recycling

The Focus Group recognises that recycling facilities are essential if the population is to grow. For Lewes, 25% is the current re-cycling rate, below the 35% average.<sup>6</sup> Whilst we have a number of centres throughout the town, they are not open every day and a number of the “self-service” sites do not accept a full array of items – most noticeably cardboard.

**Proposal 13:** Through consultation understand if any recommendations in the Neighbourhood Plan are required on recycling

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<sup>6</sup> Action in Rural Sussex, Rural community profile for Seaford.

## **Focus Group general recommendation/solutions for future development (to address identified issues above)**

The Focus Group positively encourages development in the Town and believes this can be done at the same time as ensuring that it is sustainable with the necessary provision of infrastructure, a growing economy and facilities.

Throughout this report we have set out our proposals, but in summary:

- **Proposal 1:** That we support upholding the approach to infrastructure set out in LDC's existing policy framework.
- **Proposal 2:** That the existing policy framework regarding the economy, retail and town centres is given full weight when considering future development in Seaford.
- **Proposal 3:** To examine if there need for a small business "incubator unit" in the Town.
- **Proposal 4:** That the existing policy framework with respect to visitor accommodation is sufficient.
- **Proposal 5:** This Focus Group takes forward work to examine what policies may be needed to help enhance and preserve the Town's main tourism "asset", the Seafront, to support the local economy, visitor numbers and the opportunities and enjoyment for residents.
- **Proposal 6:** That the Focus Group will discuss, through consultation, whether the Neighbourhood Plan can add to the policy framework to support the Town being a gateway to the National Park and to promote our own visitor attractions.
- **Proposal 7:** That the Focus Group takes forward recommendations on how to better sign-post and adapt the seawall, footpaths etc. to access our key assets, and in doing so support the economy and infrastructure of the Town.
- **Proposal 8.** The focus group will work with: the local education providers, local Health providers and providers of the utilities to understand what level of capacity (or deficiency) currently exists to determine if any additional policy is required in the Neighbourhood Plan.
- **Proposal 9:** That policies RE1 and RE2 regarding play, recreation and sport continue to be given full weight and consideration as part of the planning process.
- **Proposal 10:** Through consultation, understand if a new Youth Centre is required, and if so, where there may be available space to provide one.
- **Proposal 11:** Through consultation understand if a new affordable Community Centre is required or if existing provision could be better utilised. If need is established, to work out where there may be available space to provide one.
- **Proposal 12:** Through consultation understand if any recommendations in the Neighbourhood Plan are required on policing.
- **Proposal 13:** Through consultation understand if any recommendations in the Neighbourhood Plan are required on recycling

As set out at the beginning of this report, we look forward to engaging with our fellow residents and stakeholders to take our work forward.

**Focus Group Members:**

- Keith Blackburn
- Mark Brown
- Fran Crisp
- Ted Hart
- Fiona House
- Delia Lezameta

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**Annex A: List of Key Evidence Used (Surveys, workshops, public events, existing information, census, etc.)**

1. The National Planning Policy Framework<sup>7</sup>;
2. Lewes District Local Plan Part 1 – Joint Core Strategy<sup>8</sup>;
3. Specific policies that Lewes District Council already have<sup>9</sup>
4. Responses to the Neighbourhood Plan Survey circulated to households in the Town;
5. Input from the Workshops held regarding the Neighbourhood Plan;
6. The input of the Focus Group and the Steering Group;
7. Seaford Community Partnership's work to establish the public's views on the Seaford;
8. Annex's D & E attached to this report.

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<sup>7</sup>[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/6077/2116950.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf)

<sup>8</sup> [http://www.lewes.gov.uk/Files/plan\\_Adopted\\_JCS\\_with\\_front\\_cover.pdf](http://www.lewes.gov.uk/Files/plan_Adopted_JCS_with_front_cover.pdf)

<sup>9</sup> [http://www.lewes.gov.uk/coun/planning/lewes\\_local\\_plan/contents\\_written.htm](http://www.lewes.gov.uk/coun/planning/lewes_local_plan/contents_written.htm)

## Annex B: List of key stakeholders we will approach after 30<sup>th</sup> November

No	Who	Why
1	Lewes District Council	The main LA
2	East Sussex County Council	Statutory Consultee
3	Seaford Town Council	Statutory Consultee
4	Newhaven Town Council	Adjoining Parish
5	Wealden District Council	Adjoining Parish
6	Alfriston Parish Council	Adjoining Parish
7	Cuckmere Valley Parish Council	Adjoining Parish
8	Natural England	Statutory Consultee
9	Environment Agency	Statutory Consultee
10	Historic England (English Heritage)	Statutory Consultee
11	South Downs National Park Authority	Statutory Consultee
12	Highways Agency	Statutory Consultee
13	Chamber of Commerce	Stakeholder
14	Providers of Healthcare (including dentists) *	Stakeholder
15	State Education Providers*	Stakeholder
16	Seaford Community Partnership	Stakeholder
17	Seaford and Newhaven Access Committee	Stakeholder
18	Seaford Seniors	Stakeholder
19	Seaford Residents Voice (SRV)	Stakeholder
20	The Police	Stakeholder
21	Accommodation providers**	Stakeholder
22	Providers of recycling facilities	Stakeholder
23	Tourist Information***	Stakeholder
24	Managers of theatres, museums and attractions	Stakeholder
25	Providers of utilities	Stakeholder

\* initial discussions have already commenced

\*\*please see Annex E for initial evidence/ feedback

\*\*\*please see Annex D for initial evidence/ feedback

- There is a questionnaire on the Neighbourhood Plan website ([www.seafordnp.uk](http://www.seafordnp.uk)) entitled "The Future of Business in Seaford" which is currently live. Input to this will also inform our work.

## Annex C – Existing Policy

There are 3 major policies for us to be aware of:

1. The National Planning Policy Framework<sup>10</sup>;
2. Lewes District Local Plan Part 1 – Joint Core Strategy<sup>11</sup>; and
3. Specific policies that Lewes District Council already have<sup>12</sup> – for us the key ones are:
  - a. ST1 - Infrastructure Provision
  - b. ST2 – General Infrastructure
  - c. ST5 & ST6 - Access for People with Limited Mobility
  - d. ST20 & ST21 – Recycling and Re-use of Materials
  - e. RES 20 – Provision of Educational Facilities
  - f. E1 – Planning for Employment
  - g. E3, E4 & E5 - Town and Local Centres and Retail Development
  - h. E6 – New Retail Development on the Edge of Town Centres
  - i. E7 – Out of Centre Retail Development
  - j. E8 – Neighbourhood Shops/ Public Houses
  - k. E9 – Re-Use of Rural Buildings
  - l. E10 – Tourism General Strategy
  - m. E11, E12 & E13 – Hotels, Guest Houses and other Services Accommodation
  - n. E14 – Bunk House Accommodation
  - o. E15 – Existing Camping/ Touring Caravan Sites
  - p. E16 & E18 – New Camping/ Touring Caravan Sites
  - q. E19 - Static Holiday Caravan Sites
  - r. SF10 – Car Parking
  - s. SF14 – SF16: The Seafront

<sup>10</sup>[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/6077/2116950.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf)

<sup>11</sup> [http://www.lewes.gov.uk/Files/plan\\_Adopted\\_JCS\\_with\\_front\\_cover.pdf](http://www.lewes.gov.uk/Files/plan_Adopted_JCS_with_front_cover.pdf)

<sup>12</sup> [http://www.lewes.gov.uk/coun/planning/lewes\\_local\\_plan/contents\\_written.htm](http://www.lewes.gov.uk/coun/planning/lewes_local_plan/contents_written.htm)



## **Annex D – Tourist Information Office response to initial questionnaire**

### **Q1 – How many tourists use the facility per month – average?**

- **2014-2015:** 22, 853 (1904)
- **2015-2016:** 19, 465 (1622)
- **2016-Sept 2016:** 8, 999 (1499)

### **Q2 – How many enquire about accommodation?**

3 or 4 per day on average.

### **Q3 – Do you know where most tourists come from and how they got here?**

- UK – train/car/bike
- Various:
  - Australia
  - Canada
  - Germany
  - Japan
  - USA
  - Holland

### **Q4 – Why did they come to Seaford?**

- Beach
- Events
- National Trust
- To see the Seven Sisters – SDNP
- To visit friends/ relatives
- Walking/ cycling (South Downs Way)

*Survey initiated by Focus Group Member Mark Brown*

## Annex E – Tourist Accommodation Survey Undertaken by Some Members of This Focus Group – key findings and insights

- A number of Focus Group members visited eight properties ranging from a single room B&B to a large caravan park.
- Between these eight properties they accommodated about **10,700** guests in the first 10 months of this year.
- The guests came from all over the world – primarily from:
  - Canada
  - China
  - Europe
  - India
  - Japan
  - UK
- The visitors stayed anything between one night and many months.
- The reasons for staying were:
  - Business (salesmen for 1 night to beach-workers and builders for up to 4 months, coach drivers)
  - Relaxation on beach
  - Walking
  - Sightseeing – especially the Seven Sisters
  - Visiting relations
  - Parties, funerals
  - Travelling through from/to the ferry
- Reasons for choosing Seaford included:
  - Unspoilt seafront
  - Buses and trains to access other sights/attractions nearby
  - Good range of pubs/restaurants and cafes
- Drawbacks include
  - Lack of evening dining (especially along the front)
  - Fear of it becoming a retirement town only
  - The need for more cycle paths

### Points to note:

- [www.seaford.uk](http://www.seaford.uk) is currently out of date. Ownership needs to be ascertained to ensure site is updated and/ or removed.

### The Neighbourhood Plan should look to include:

- Enhance and preserve the current unspoilt nature of the Seafront.
- Promotion of Seaford as a holiday destination – showing web address – for example
  - On buses

- Posters at railway stations
  - Leaflet on the ferry, posters?
  - Magazines e.g. Exclusively British, Motorhome and Camping etc.
- Getting a regular seafront bus service (deviate the #12?)
- Getting much more information on the website for accommodation, restaurants and local attractions
- Developing the promenade beneath Bonningsted Parade, for example:
  - Beach huts to hire?
  - Children's play area including, for example, sand pit, trampolines, monster draughts board?
  - A cafe/restaurant that does breakfasts, lunches, tea and coffee, dinner with transparent wind sheltering panels around an outside area?
- Need for an enhanced footpath and lighting along the A259 between Hill House on the edge of town to the Seven Sisters Country Park for walkers' safety.
- Need for more cycle paths.
- Improved path to Tide Mills and signage.

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