

Statement – Bexhill Town Centre Steering Group – 13th June 2018

Members of the steering group received an update from Council officers on the Coastal Community Fund; applications had been made for East Beach project by the Council and for incubator space and expansion of Hastings Furniture Service on London Road. Applicants should hear in early July if they are to be invited through to the 2nd round in October.

Each of the four project teams updated on activity and progress against the actions within the Bexhill Town Centre Strategy:

Branding and Vitality:

- The Summer of events campaign has seen the production and distribution of 10,000 events postcards across the South East and local distribution within the town, the London based train poster campaign will start in mid-June and run through until early July promoting highlights of the events calendar and directing visitors to the website for more information.
- 1066 Country; the Tone of Voice work is now complete and due to be rolled out to partners shortly. A new website is currently being worked on.

Built Environment, Traffic Management and Public Realm:

- Members received a written update from ESCC on a number of projects including;
 - Marina Court Avenue – work on the basements had been slower than expected
 - London Road brief – inception meeting due to be held with the project team later in June
 - Cycling – design work has started on 4 routes in Bexhill, the main route being Sidley to the Seafront
- The Planning and Enforcement team updated that the work on London Road is progressing well – further letters have been sent out to landowners which have been followed up with site visits and works as appropriate.
- Civil Parking Enforcement – Recommendations from the Civil Parking Enforcement Task and Finish Group were put to Full Council requesting ESCC to apply to the Department for Transport for CPE powers. There will be a two year period of consultation including an assessment of Traffic Regulation Orders and a submission to Government.

Investment and Development:

- De La Warr Heights – the project team had given further consideration to the DLW Heights premises and what options there are for future development. The owner is keen to continue to market the property for commercial use as a restaurant and has confirmed he will be appointing a contractor shortly to install

a ceiling, flooring, toilet and roller shutters which will hopefully make the unit more appealing to potential tenants.

- Colonnade – work is on-going with the fit out of the Colonnade and the restaurant will be open in time for the Summer season.

S106 Funds

- The remaining s106 funds total £25,054
- ESCC have now confirmed that the 5 lights along De La Warr Parade that had been replaced with standard LED lights will now be replaced at their cost with ornamental lighting in keeping with the scheme along the road. ESCC have further confirmed that they will also pay for the replacement of all the ornamental lighting along De La Warr Parade within their 2018/2019 programme. The £20,000 ring fenced for public realm works will not be called upon to pay for this work. Officers will undertake an audit of the town centre and report back to the next Steering Group meeting with options for future spend against this budget.

Future of the Steering Group

The Bexhill Town Centre Strategy is now 5 years on and a lot has changed in this time, both in terms of the external environment and the projects/objectives sited within the strategy. Some projects have been completed, some deferred and new projects have been added to the list.

It was suggested that this is an opportune time to reflect on the strategy, review what has been achieved and consider what the focus of the Steering Group should be moving forward.

Members agreed that the future of the Steering Group should be the focus of the September meeting and will consider:-

- a review of the strategy and projects sited within it
- consideration to the future of the steering group both in terms of the format of the meetings and the project teams; whether these are working or what could be changed so they are more effective
- future priorities for the steering group moving forward

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