

BEXHILL TOWN CENTRE STEERING GROUP

Terms of Reference

1. Purpose

The Town Centre Steering Group has been established by Cabinet to deliver the vision and objectives of the Bexhill Town Centre Strategy 2013. The overarching aims of the town centre strategy are to achieve enhanced commercial vitality; to reduce levels of deprivation and to maintain and enhance the quality of the built environment and public realm. In carrying out its purpose the Steering Group will engage fully with town centre communities and drive collaboration between the key agencies with responsibilities in this area.

2. Objectives

Branding and Image: developing and promoting Bexhill as a place to live, work and spend, creating a strong brand identity that appeals to “wealth generators” and enables the town to attract investment.

Investment and Development Opportunities: encouraging and facilitating commercial development as close to the town centre as possible, increasing the employment opportunities in and around the town.

Built Environment: capitalising on Bexhill’s distinctive architectural character, ensuring a joined-up approach in managing, and improving the built environment and public realm.

Traffic Management, Connectivity and Public Realm: developing a cohesive approach to town centre traffic movement, connectivity and the public realm, and prioritise areas for improvement.

Housing: improving the quality of housing stock in the town centre.

Vitality: developing and encouraging events, festivals and activities within the town centre, and strengthening the marketing and promotion of the retail and leisure offer.

3. Scope

For the purposes of this strategic initiative, Bexhill town centre is defined as the area encompassed by the Bexhill Town Centre Conservation Area and Local Plan Policy Areas BX6 and BX7.

The Steering Group may also consider issues relating to areas adjacent to the defined area where appropriate and where they are likely to have a significant bearing on the town centre, such as Beeching Road Industrial Estate and the seafront.

4. Duties and Responsibilities of the Steering Group

- Deliver the Bexhill Town Centre Strategy, achieving the Objectives set out above through the appointment of project teams and delivery partners.
- Secure funding from a range of sources.
- Consult and engage with the local community, businesses and other stakeholders.
- Make recommendations to Cabinet for the allocation of received funding to projects.
- Monitor spending against approved budgets for projects.
- Report annually on progress.
- Communicate the strategy to the local community and beyond.

5. Membership and structure

The Bexhill Town Centre Steering Group will be an unincorporated partnership. The Steering Group will be chaired by the Portfolio Holder for Bexhill Town Centre. By invitation, the core membership of the partnership will be formed of the lead individuals for each of the six objectives.

Chairman: Portfolio Holder for Bexhill Town Centre

Branding and Image / Vitality: De La Warr Pavilion / Bexhill Chamber of Commerce

Inward Investment: Locate East Sussex

Built Environment / Traffic Management, Connectivity and the Public Realm:
Cllr Brian Kentfield & Cllr Carl Maynard

Housing: Cllr Joy Hughes

Partnership Co-ordinator: Regeneration and Tourism Officer, Rother District Council

Additional members may be invited by the Chairman to join the Steering Group as co-opted members.

The lead group member for each work stream will co-ordinate the project team in drawing up an action plan to deliver on their objective.

Quorum: Four (provided that at least one of the four present is not representing Rother District Council).

The term of office for the appointed Rother District Council Members will be coterminous with the election cycle of the Council.

The Leader of the Council is authorised to fill any Rother District Council vacancy arising mid-term, following necessary consultation, without referral to Cabinet.

Support to the Steering Group will be provided by the following Rother District Council officers:

Executive Director of Business Operations
Service Manager – Community and Economy
Economic Development Manager
Service Manager – Strategy and Planning
With additional officers in attendance as and when required i.e. Planning
Policy Manager, Conservation and Design Officer, Planning and Environment
Enforcement Team Leader.

6. Meetings

The Steering Group will meet regularly, the frequency, time and venue to be decided by the Members. The Partnership Co-ordinator will oversee administration and the agenda.

Meetings will not be open to the general public.

7. Accountability and Transparency

The Steering Group will be accountable to Rother District Council's Cabinet.

Where required, Rother District Council will act as accountable body in respect of external funding for the delivery of projects. The Steering Group will not directly employ any staff or incur any direct staffing and associated costs. Members will not charge for their time and services arising from the proceedings of the Steering Group.

The work of the Steering Group will be publicised by the Partnership Co-ordinator, principally through the Rother District Council website. However, at times there may be commercial sensitivities surrounding some projects that will be treated as confidential by all Members, unless informed otherwise.

A Register of Interests will be maintained by the Partnership Co-ordinator for those elected onto the Steering Group.

8. Communication and Press Protocol

The Steering Group will develop a communications plan to engage with the local community, businesses, and stakeholder groups. All enquiries should be referred to the Partnership Co-ordinator who will ensure that a response is given in accordance with the relevant protocol.

January 2016
March 2017