

SUFFOLK COASTAL AND WAVENEY DISTRICT COUNCILS

PROGRAMME HIGHLIGHT REPORT

Programme Name: South Beach Regeneration Scheme	Project Manager: Kerry Blair	Status (RAG)
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Report Date: 22/10/2018	Report originator: Emma Chapman
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Brief Description: To realise the Seafront Vision, developed by Hemingway Design, which has identified regeneration opportunities at Lowestoft's South Beach. The vision aims to attract a younger, professional demographic to increase visitor spend and to extend season.

Progress:	Suggested Next Steps:
South Beach Website – the Vision has been launched with a presentation to the Lowestoft Coastal Communities Team (CCT) and the creation of the South Beach website.	<ul style="list-style-type: none"> - Governance Review to ensure a joined up Delivery Team is in place, now the work has moved from vision to delivery stage
Events management and booking strategy review is underway for the whole of East Suffolk to determine a more streamlined approach.	<ul style="list-style-type: none"> - Paper being taken to both Cabinet briefings in Nov 2018 - March 2019 completion of the review.
A more proactive approach to business concessions was taken over the summer. This was not as successful as hoped due to a number of factors which are under review.	<ul style="list-style-type: none"> - Single point of contact to be appointed in the Asset Management Team - Over the Autumn and Winter months a further review will be undertaken to determine lesson learnt
A Steering Group has been set up to deliver better accessible options on the south beach. A2 x terrain wheel chair will be available in summer 2019. A design and cost is to be scoped for a decked area close to the waters edge.	<ul style="list-style-type: none"> - Scope out final costs and design - Seek Cabinet Approval - Work with Stakeholders such as the Disability Forum
Former Jubilee Chalet: The overnight beach hut project is in the feasibility and appraisal stage. Recently the Engineers Report was submitted for comment.	<ul style="list-style-type: none"> - Aiming to take paper to the December 2018 Cabinet
Cabinet approval granted to undertake a feasibility study for the East Point Pavilion to determine options for end use. This will also look at possible realm enhancements for the adjacent Royal Plain and Royal Green areas. The Funding Team have applied for Coastal Community Funds. Both consultant Colliers and Architect Plaice have been appointed.	<ul style="list-style-type: none"> - Feasibility report with options - Architect options - Test tenant interest - Determine out of CCF application - Steering Group set up to deliver the project

<p>Former Life Guard Shelter - The scoping exercise to look at options for re-using the shelter has been completed which identified the introduction of short term seating and in the longer term a concession. Cabinet approval was sought for the capital budget.</p>	<ul style="list-style-type: none"> - Final repairs to the shelter to be completed over the winter - Test tenant interest
<p>A paper is going to Cabinet on the First Light Cultural Festival to seek a commitment of £80k towards the festival. Other funding has been identified from Cefas £13k, The Welcome Trust £25K, SCC £16k, LTC £10k, Commercial income £25k, East Suffolk Partnership £1.5k, Suffolk DMO £k1 and Fundraising £23k. A bid of £100k has been submitted to the Arts Council.</p>	<ul style="list-style-type: none"> - Determine Cabinet approval - Determine Arts Council bid outcome. If the bid is unsuccessful but the WDC Funding is committed there will be a scaled back Festival to gauge interest in the event
<p>A steering Group is looking at options to extend the Royal Green play facilities (promenade side). Design and costs have been scoped however aligning funding to the project is proving difficult and has caused the project to be delayed. A Business Case has been worked up ready to take to Cabinet when the funding issue is resolved.</p>	<ul style="list-style-type: none"> - Final design and costings - Present to Cabinet
<p>The events licence end time for Royal Green has been extended from 8pm to 11pm. This is to support more activity and events in this unutilised space. A Noise Management Report was commissioned to look at noise management options for this space to set perimeters for events which seek to have music.</p>	<ul style="list-style-type: none"> - Determine how the Noise Management Report can be adopted but local organisations

Key Risks:

- Reputational damage to business community if vision is not realised.
- Uncoordinated approach could lead to a disjointed offer

Financial Issues:

- The Royal Green Play extension is project ready but funding to support this is proving difficult to secure. A recent bid to the CIL fund has been rejected.