The Seafront Local Plan Issues and Options Report is published for a 12 week consultation period between 17 July and 9 October 2015.

The document can be view and downloaded, and representations can be made via the on-line consultation portal at: www.eastbourne.gov.uk/seafrontlp
# Table of Contents

1.0 **Introduction** ...........................................1  
What is the Seafront Local Plan? ..................................1  
What is an Issues and Options Report? ..........................2  
Getting involved ..................................................2  
Consultation arrangements ......................................2  

2.0 **A Portrait of Eastbourne Seafront** .................4  
Background ......................................................................5  
The Seafront today ..................................................8  
Snapshot of the seafront ............................................10  
Strengths and Weaknesses of the Seafront ...........11  

3.0 **A Vision for Eastbourne Seafront** ..............17  
Vision ..........................................................................17  
Objectives ......................................................................18  

4.0 **Summary of Key Issues** ..............................19  

5.0 **Structure of the Seafront** .............................25  
Local Plan Boundary ..................................................25  
Character Areas ........................................................26  
*Holywell to Western Lawns* ......................................27  
*Wish Tower and Devonshire Park* ..........................31  
*Wish Tower to Pier* ................................................35  
*Pier to Redoubt* .....................................................39  
*Redoubt to Sovereign Centre* ..................................43  
*Sovereign Park to Langney Point* ............................48  
*Sovereign Harbour* ...................................................52  

6.0 **Policy Themes and Options** ..............................57  
A. Tourist Accommodation .........................................57  
  A1 Retention of Tourist Accommodation ..................57  
  A2 New Tourist Accommodation ..............................59  
B. Leisure and Recreation Facilities ..........................61  
  B1 Sports and Recreation Facilities ........................61  
  B2 Children’s Play Facilities .................................63  
C. Accessibility .........................................................65  
  C1 Linkages with Town Centre and Devonshire Park 65  
  ..........................................................
C2 Linkages along the Seafront .......................... 66
C3 Gateway to the South Downs National Park... 67
D. Commercial uses ........................................... 69
   D1 Food and Drink facilities ......................... 69
   D2 Evening activity ................................... 70
   D3 Working Seafront .................................. 71
   D4 Renewable Energy .................................. 72
E. Seafront Activities ........................................ 74
   E1 Location of Seafront Activities ................. 74
   E2 Beach Huts ........................................... 75
   E3 Water-based activities ............................... 76
   E4 Use of the Beach .................................... 77
F. Natural Environment ..................................... 78
   F1 Landscape ............................................. 78
   F2 Nature Designations ................................ 79
G. Built Environment ......................................... 81
   G1 Use of Historic Buildings ......................... 81
   G2 Contribution to the Seafront ..................... 82
   G3 Design of new facilities ............................ 83
H. Community Uses .......................................... 85
   H1 Community Facilities ............................... 85
   H2 Open Spaces ........................................... 86
I. Tourist Attractions and Facilities ..................... 87
   I1 Tourist Attractions ................................ 87
   I2 Tourism Demographic Focus ...................... 88
   I3 Scale of Attractions ................................. 89
7.0 What Happens Next ........................................ 91
Appendices .................................................. 92
Appendix 1: Glossary ......................................... 92
Appendix 2: Tourist Accommodation Area .......... 97
1.0 Introduction

What is the Seafront Local Plan?

1.1 Eastbourne’s seafront is one of the town’s most important assets and is a defining feature of the resort. The economic and social significance of this area to local residents, visitors and the business community makes it vital that Eastbourne Borough Council has a clear plan for the future of the seafront.

1.2 Eastbourne Borough Council is proposing to prepare a Seafront Local Plan to maximise the seafront’s contribution to the town. The seafront is one of the first things that people associate about the town, and is a big drawing point for tourists and the tourism industry, which is a big contributor to the town’s economy. It also has a massive social significance to local people. Therefore it is important that the future of the seafront is properly planned to ensure that it continues to meet residents and visitors expectation.

1.3 The Seafront Local Plan will develop a strategy for the seafront area of Eastbourne, identifying and managing the major pressures for change and development along the seafront. It will aim to stimulate economic regeneration and provide a seafront that will continue to be a major asset for the town.

1.4 The Seafront Local Plan will cover the period 2015 – 2035 and will form part of the Development Plan for Eastbourne, alongside other planning policy documents such as the Eastbourne Core Strategy Local Plan. Once adopted, it will be used as a framework to guide planning decisions in the area.
What is an Issues and Options Report?

1.5 An Issues and Options Report is a consultation document that sets out what are considered to be the main issues relating to the future of the seafront, and a range of different options for how these issues can be addressed. These were developed through evidence gathering and engagement with stakeholders.

1.6 The Issues and Options Report is the first formal phase in developing the Seafront Local Plan, and the local community and other stakeholders will be asked to provide their input into whether the right issues have been identified and which options they would prefer to take forward into the Seafront Local Plan.

Getting involved

1.7 We want to hear your views, and all comments received will be considered in the next stages of the Seafront Local Plan. You are welcome to comment on every issue and option or, if you are interested in just one or two, please specifically comment on those. Your views will help us to choose the best strategy for the future of the seafront.

1.8 This symbol marks the questions in this document and we have put all the questions in the report together in a questionnaire which can be completed on-line via the website. There is space at the end of the questionnaire to make extra comments. Please note that there are not always questions associated with each option or issue as sometimes we have combined questions to cover more than one option or issues. Please also note that your representation is not confined to just answering the questions, as we want to hear from you about all of the document.

Consultation arrangements

1.9 The public consultation on the Seafront Local Plan Issues and Options Report will be undertaken for a 12 week period between 17 July and 9 October 2015. The
consultation on the Seafront Local Plan is accompanied by an Initial Sustainability Appraisal Report, which is also available for comment.

1.10 The Seafront Local Plan Issues and Options Report and its Sustainability Appraisal can be viewed and commented on via the Council’s on-line consultation portal, which can be accessed via the Eastbourne Borough Council website (www.eastbourne.gov.uk/seafrontlp). There will also be exhibitions on the seafront at various points throughout the summer (check the website for details).

1.11 There are a number of ways to get involved in the consultation. You can comment on the Issues and Options Report on-line via the website (www.eastbourne.gov.uk/seafrontlp), either directly on any part of the document or by filling out a comment form. Paper copies of the comment form will be available from the Council Offices at 1 Grove Road, or from the Seafront Office near the Bandstand. Representations can also be submitted by email or via post.

Email: planning.policy@eastbourne.gov.uk

Regeneration and Planning Policy
Eastbourne Borough Council
1 Grove Road
Eastbourne
BN21 1TW

All representations should be received by 5pm on Friday 9 October 2015.
2.0 A Portrait of Eastbourne Seafront
Background

2.1 In geological terms, what is now Eastbourne seafront is a relatively recent creation. Around 3,000 years ago, sea level changes following the end of the Ice Age meant that the Pevensey Levels were inundated; creating a tidal estuary encompassing the majority of what is now the seafront. Over the following 2,000 years, waves approaching the shore from the south-west slowly moved sand and shingle eastwards, which lead to the growth of a shingle, with large volumes of drifting shingle accumulating creating the Eastbourne coastline. By the 16th century, the shingle spit had transformed into a vast shingle foreland. Since that time, this foreland has been greatly reduced by subsequent erosion, although this erosion has now been largely checked by the construction of groynes, a protective embankment and a short stretch of sea wall.

2.2 There is evidence of human occupation in Eastbourne since the Stone Age, and the seafront has played an important part in people’s lives ever since. It is thought that ancient mariners cut the ‘Sugarloaf’ into the cliff at Holywell to indicate a freshwater spring, and in Roman times, the Count of the Saxon Shore, who was the military commander on the southern and eastern coasts and commanded the fort at Pevensey during a period of increasing maritime raids, is likely to have lived in a palace that once stood on ground now covered by the Burlington and Queen’s Hotel and under the Carpet Gardens. Over the next millennia, sea-based activities such as fishing and smuggling, mainly based around the village of Seahouses (the area around today’s Marine Parade), became common place on Eastbourne beaches.

Holywell and the ‘Sugarloaf’

2.3 The development of Eastbourne seafront was kicked off in 1752 by the popularity of Dr Richard Russell’s 'Dissertation on the Use of Sea Water’, which encouraged people to visit the seaside to improve their health, and led
to people visit the sea in the area that would become Eastbourne. Eastbourne seafront started to establish itself during the Victorian times, particularly towards the end of the 19th century, and has evolved since then to remain relevant. The timeline in Figure 1 describes the history of the seafront as we know it.
Figure 1 – A timeline of the development of Eastbourne Seafront

1780 The children of George III spent their holiday in the ‘Round House’ located at the present entrance to the Pier.
1800 Completion of the Redoubt Fortress, a large circular fortress built as defences for Napoleonic Wars.
1849 Arrival of the railway in Eastbourne.
1851 Terminus Road constructed, being laid over a formerly muddy path to link the railway station and the seafront.
1858 Construction of the seawall, built by the Duke of Devonshire.
1865 The Flora Hall (Winter Garden) designed and built by Eugenius Birch was built by the Eastbourne Pier Company at a cost of £15,000.
1875 The Flora Hall (Winter Garden) opened, alongside a massive indoor and outdoor skating rink.
1877 A severe storm washed away the seawall and the end of the Pier.
1881 The first tennis championships was held at Devonshire Park.
1883 The Western Lawns were opened.
1884 The keypier for the sea wall extension past the Redoubt was laid.
1893 The town’s first Bandstand was built.
1899 The foundation stone for Eastbourne’s first lifeboat station at the Wish Tower was laid.
1904 The Italian Gardens at Holywell were created in an area previously used for chalk extraction.
1912 Holywell Café first opened.
1935 King George V and Queen Mary spend their summer holiday visiting the chalets at Holywell.
1940 The SS Barmill sunk off Sovereign Harbour following a hit from a German bomb.
1942 The Cavendish Hotel received a direct hit from a German bomb, destroying half of the Victorian Building.
1950 The Congress Theatre opened.
1963 The Pier was badly damaged by fire.
1980 A Harbour Bill setting out plans to build a marina on the Crumbles passed by Parliament.
1989 The Sovereign Centre was officially opened by Princess Diana.
1993 The marina entrance at Sovereign Harbour was completed.
1995 A new Waste Water Treatment Works designed to look like a Napoleonic Fort was constructed at Langney Point.
2000 The Tower was opened.
2012 Helen Gardens, Italian Gardens, All Saints Gardens, Princes Park, Five Acre Field and Sovereign Park were protected from development in perpetuity.
2014 The Blue Room on the Pier was destroyed by fire.
The Seafront today

2.4 The seafront is the main focal point for Eastbourne’s tourism industry, which is an important economic driver for the town. This is demonstrated by the fact that 19% of all jobs in Eastbourne are supported by tourism-related expenditure.

2.5 In 2013 there were 4.8 million visitors to Eastbourne. This included nearly 700,000 overnight stays, mainly by visitors who live elsewhere in the country, with an average stay of three nights. Trip expenditure by overnight visitors has been consistently increasing over recent years.

2.6 Eastbourne also had 4.1 million day trips in 2013, which continues to increase. It is estimated that these visitors spend around £110 million each year on their trips.

2.7 It is estimated that the total worth of tourism to Eastbourne is £355 million, including indirect and multiplier benefits to local businesses. This includes over £50 million direct expenditure by tourists on hotels, £35 million on food and drink and £20 million to attractions and entertainment.

2.8 Visitor research conducted in 2012 showed that the majority of visitors to Eastbourne are middle aged, as four in ten fall into the 35-54 age groups. The mix of age groups refutes the stereotype that Eastbourne is a ‘destination for older people’.

2.9 More than half of the visitors come to Eastbourne with their partner or spouse, one third visit with children and one in five visit with other family members. The average group size is three adults and one child.

2.10 Visitors to Eastbourne are most likely to be from England, with visitors predominantly from the Sussex and other parts of South East England. Day trippers are the largest segment, and are mainly represented by returning visitors. The proportion of those who stay overnight is highest among first time visitors.
2.11 The most popular activities in Eastbourne include visiting the beach, going for a short walk, going out for a meal or doing some shopping. 92% of First time visitors and 77% of overnight visitors visited the beach, which shows how important the seafront is in encouraging tourism.

2.12 A survey of seafront users conducted in summer 2014 showed that the most well used section of the Seafront is the area between the Wish Tower and the Pier, closely followed by the Wish Tower and Western Lawns area. These areas are the iconic areas for Eastbourne seafront, have the best linkages with the town centre, and are the focal point of the majority of the events that are held in the town.

2.13 Activity tails off in both directions after that, however it is more pronounced to the east side of the Pier, particularly as you get closer to Sovereign Harbour. The least used area is between Fisherman’s Green and Langney Point.

2.14 A more detailed analysis of the results showed that older people favoured the area to the west of the Pier, particularly between Holywell and the Wish Tower, whilst there is a lot more use to the east of the Pier by younger people.

2.15 The most popular activity to use the seafront for was a gentle stroll, which is significantly higher than the other uses. In terms of other types of activity, the seafront was popular for relaxing and eating/drinking, and also for attending events, and visiting attractions such as the Pier and the Redoubt. Few people use the seafront for swimming or sunbathing or any other sporting activities.
Figure 2 – A snapshot of Eastbourne seafront
2.16 It is recognised that Eastbourne seafront has a range of strengths and weaknesses that need to be taken into account in the Seafront Local Plan.

**Strengths and Weaknesses of the Seafront**

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clean and elegant</td>
<td>Lack of eating and drinking facilities</td>
</tr>
<tr>
<td>Quality green spaces</td>
<td>Lack of evening activities</td>
</tr>
<tr>
<td>Hosts a range of popular events</td>
<td>Lack of indoor activities</td>
</tr>
<tr>
<td>Protection of important marine and shingle habitats</td>
<td>Lack of lighting in some areas</td>
</tr>
<tr>
<td>Attractive seafront buildings</td>
<td>The quality and quantity of public toilets</td>
</tr>
<tr>
<td>Lack of commercial uses adjacent to seafront</td>
<td>Anti-social behaviour, e.g. street drinkers</td>
</tr>
<tr>
<td>Visitor accommodation adjacent to seafront</td>
<td>Accessibility for people with mobility problems</td>
</tr>
<tr>
<td>Ability to walk from one end of seafront to the other</td>
<td>Parking charges</td>
</tr>
<tr>
<td>Gateway and links to the South Downs National Park</td>
<td>Road creates separation from seafront</td>
</tr>
<tr>
<td>Caters for a wide range of ages</td>
<td>An oversupply of lower quality tourist accommodation</td>
</tr>
<tr>
<td>High quality tourism offer west of the Pier</td>
<td>Fragmented offer east of the Pier</td>
</tr>
</tbody>
</table>

2.17 Eastbourne seafront is recognised as being a clean and elegant resort, with a range of high quality green and open spaces, which along with the attractive Victorian and Edwardian buildings lining the seafront, gives the seafront an attractive setting. This is partly due to covenants placed on the buildings adjacent to the seafront by the Duke of Devonshire which prohibit the use of these buildings for commercial uses, other than visitor accommodation. The
use of the seafront buildings as hotels and guest houses means that visitors can find accommodation in the locations that they would expect to.

2.18 The quality of the design and maintenance of the Seafront Gardens has been internationally and nationally recognised through Europe, Britain and South East in Bloom, the British Association of Landscape Industries (BALI) and the Green Flag awards. The majority of the ornamental and structure planting exploits Eastbourne’s micro climate and is fully sustainable with palms being a predominant characteristic feature. There is a Mediterranean theme running throughout the seafront, with the exception of the naturalistic areas.

2.19 The seafront promenade provides the ability for people to walk from one end of the seafront to the other, and link up with the South Downs National Park at the Meads end of the seafront, which acts as a gateway. The seafront also has a wide range of facilities that cater for all different age groups using the visiting the seafront.

2.20 The survey of seafront users undertaken in 2014 highlighted that people felt that there was a lack of food and drink facilities on the seafront, particularly ones that were open into the evening. The overall lack of evening activity is a weakness, which may in part be due to a lack of lighting in some part of the seafront, which can attract anti-social behaviour including street drinkers and homeless people, making it unappealing for visitors. There were also a number of responses to the survey relating to the poor quality of the public toilets and that there weren’t enough of them along the seafront.

2.21 Accessibility to and along the seafront can be challenging, especially for those with mobility problems, and the car parking charges may deter some people from visiting the seafront. In addition, the road adjacent to the seafront, particularly between the Pier and the Redoubt, creates a separation and restricts linkages between areas.
A Portrait of Eastbourne Seafront

further in-land. Whilst there is a wide range of tourist accommodation available, a significant amount of it is lower end accommodation that does not meet visitor expectations and therefore does not promote the town in an appropriate manner.

2.22 Different parts of the seafront make different contributions to the overall feel and experience for users. Figure 4 identifies the key features on the seafront that should be taken into account in the Seafront Local Plan.

Question 1: Are there any other strengths or weaknesses for the Seafront?

Question 2: Are there any other key features that should be considered in the Seafront Local Plan?
Figure 4 - Seafront Key Features

- **Western Lawns** - popular open space, used as focal point for many summer events
- **Promenade east of the Pier** - little separation from busy road
- **Tennis Courts** - well-used courts, the focal point for Eastbourne Extreme
- **Sovereign Park** - last example of a shingle habitat in Eastbourne
- **Sovereign Centre** - well-used leisure centre although unattractive building and dead space to rear

- **Italian Gardens** - attractive gardens, often used as a performance space
- **Wish Tower and Western View Café** - popular location for people to sit out and eat
- **The Pier** - iconic feature of Eastbourne and popular tourist attraction
- **Boats and launching facilities** - area designated as working beaches
- **Langney Point Car Park** - Underused car park

- **Beach Huts** - provide an important seaside facility but current location creates an unattractive corridor effect and block views of the sea
- **Rear of Natural Fitness Centre** - unattractive and under-utilised space

- **Helen Gardens** - peaceful gardens overlooking the sea
- **Carpet Gardens** - award-winning gardens, very popular with visitors
- **The Beachdeck** - popular food and drink facility
- **Princes Park** - Green flag award-winning park including play areas and café
- **Skate Park** - popular facility used by young people

- **Lighting** - lack of lighting in Haywell area
- **Bench** - a sea of benches along promenade adversely affects setting
- **Area around Lifeboat Museum** - under-utilised space
- **Bongstand** - Listed building hosting a number of popular concerts over the summer
- **Entrance to Sovereign Harbour** - key leisure destination and gateway to the town from the sea
Future Projects and Developments

2.23 There are a number of projects and developments on the seafront that are currently underway or are planned to take place in the future. These include:

- **Devonshire Park** – plans are being made for a multi-million pound scheme to create a top cultural destination at Devonshire Park. This will include new world class conferencing and catering facilities, extensive restoration of the Congress Theatre and Winter Garden, new facilities for tennis, and new high quality public realm.

- **Wish Tower** – There are plans for a new signature restaurant to be provided on the site of the old Wish Tower Restaurant where the Western View Café is currently located. The Western View will be relocated elsewhere on the Seafront.

- **Princes Park** – Plans for the refurbishment of Pistachio’s café and creation of a new entrance for Princes Park.

- **Redoubt Fortress** – There will be a £1.2m investment in the Redoubt, creating level access, new entrance and refurbished casements. This is due to be completed by 2017.

- **New Beach Huts** – planning permission has recently been granted for the placement of 20 new beach huts opposite Fort Fun car park. There are also plans for 5 more ‘funky’ designed iconic beach huts east of the Pier.

- **Beach Volleyball** – There are plans for sand volleyball courts to be created on the beach opposite Redoubt Bowling Green. This scheme involves the demolition of the former ‘Spinnakers’ café, and the redevelopment of a new building on the site for a café and booking office for volleyball.

- **Seafront cycling** – plans to allow cycling on the seafront between the Wish Tower and Fisherman’s Green are progressing to provide a continuous cycle link between Holywell and Sovereign Harbour.

- **Fort Fun** – The Fort Fun amusement park is under new ownership and is currently being refurbished ahead of the 2015 summer season.

- **Pier sculpture** - Using some of the fire damaged wood and iron, this public art installation will act as a remembrance for the Pier Fire and celebrate the existence and traditions of the Pier, and Eastbourne as a coastal community.

- **Heritage Trail** - A history trail will be provided to celebrate the town’s diverse history both for visitors and local residents, focusing on the East of Eastbourne. This will be achieved by using a variety of media to tell the story ‘on the street’

- **Sea House Square** – planning permission has been granted for the refurbishment of Sea Houses Square to improve the plaza and public realm.
• **Cultural Trail** – The Towner are working in partnership with the De La Warr and Jerwood Gallery to deliver a community signage project, pop-up workshops and a public arts programme in the Devonshire area.
3.0 A Vision for Eastbourne Seafront

Vision

3.1 The starting point for the Seafront Local Plan is a clear vision for the future of the seafront, which can be achieved through a series of objectives. The vision has been developed through a review of evidence and Council priorities, and refined through discussion and engagement with stakeholders.

3.2 It was particularly clear through discussion with stakeholders that they felt that the seafront can be clearly separated into two areas with different overall characters. These areas are ‘East of the Pier’ and ‘West of the Pier’. This is reflected in the results from the Seafront Survey, that indicate that the west of the Pier is generally a more quiet and sedate area that is popular for more ‘passive’ activities and where the natural environment plays an important role, whereas the east of the Pier contains more dynamic activities and has much more potential for change and development. This has been reflected in the suggested vision.

3.3 This vision will be used as a basis for taking forward the Issues and Options for the Seafront Local Plan.

Seafront Local Plan Vision

By 2035, the two sides east and west of the pier will have different characteristics that will be maintained to Eastbourne’s benefit. The contrast between west and east will represent a fine balance appealing to all sides of the community and will be mutually supportive:

- The side west of the pier will maintain a sense of tradition and cultural heritage with improvements intended to preserve, maintain and enhance the existing offerings, landscape and appeal.
- The side east of the pier will support a much more dynamic approach, with state of the art leisure facilities providing a leisure destination offering for locals and visitors alike, including the best available modern facilities and attractions, providing attractive, accessible and innovative built environments for a new generation of families to enjoy.
Objectives

3.4 In order for the Seafront Local Plan to deliver the Vision, a set of objectives have been devised. Their outcomes will be measured through a monitoring framework, which will be developed at a future stage of the Seafront Local Plan. The eight objectives that have been developed in order to help achieve the vision are:

1. Conserve the unique natural and built environment that makes the Seafront so special, particularly to the west of the Pier

2. Provide an appropriate amount of quality tourist accommodation that can meet the needs of tourists visiting the town

3. Ensure that the seafront continues to protect the town against flooding and that protection measures are not compromised by future changes

4. Provide a range of tourist facilities that continue to attract tourists and complement the special events that take place in the town, particularly to the east of the Pier

5. Enhance the quality and appearance of the public realm to make the seafront even more attractive to residents and visitors

6. Encourage sustainable travel to and from the seafront and reduce the reliance and negative effects the private car has on the seafront environment

7. Provide an extensive range of community and leisure facilities that can be used by tourists and residents alike at any time of year, particularly to the east of the Pier

8. Enhance the quality of the offer in terms of facilities and activities for children within the seafront area, particularly to the east of the Pier.
4.0 Summary of Key Issues

4.1 The following issues have been identified through engagement and discussion with stakeholders and from a review of evidence.

Accessibility to and along the Seafront

4.2 Accessibility to Eastbourne Seafront is considered to be an issue that should be addressed through the Seafront Local Plan. Although the promenade is a wide and flat hard surface that provides access to the whole the length of the seafront, there are some parts of the seafront where access from the road to the promenade can be difficult, particularly for those with mobility problems.

4.3 Access to the seafront from other ‘trip generating’ areas, such as the Town Centre and the South Downs National Park could be improved to increase the combined impact of these attractions. In addition, it is considered that there could be better linkages between the seafront and adjacent areas such as Devonshire Park, Terminus Road and Sovereign Harbour.

4.4 The majority of travel to the seafront by users is via car. Whilst there is some parking available, there is limited space to accommodate additional cars, and therefore it is important to encourage people to access the seafront via other more sustainable modes of transport.

Managing the supply of Tourist Accommodation

4.5 In order for Eastbourne to continue to thrive as a tourist destination there needs to be an adequate supply of visitor accommodation to cater for the people who want to visit. Currently, Eastbourne has a significant stock of tourist accommodation ranging from hotels and guesthouses to holiday flats and self-catering properties. It is crucial that...
the accommodation stock remains fit for purpose and meets the requirements of current and future visitors to the area in terms of quality, type and quantity. Therefore it is important that the plan ensures that the right amount of accommodation is retained in locations where visitors would expect to find it in a seaside destination.

4.6 It is also important that opportunities are provided for new entrants to the tourist accommodation market to offer a differentiated and distinct product, which would help attract a broader range of visitors to Eastbourne and thereby enhancing the destination’s overall competitiveness.

Under-utilisation of sites along the seafront

4.7 There are a number of sites along the seafront that could make a more significant contribution to the overall offer than they currently do. These areas have potential for either some minor change or comprehensive redevelopment to enhance the offer and attraction on the seafront.

4.8 Sites such as Fisherman’s Green feature a significant amount of underused car parking and other dead space, which could be better used to provide a new attraction or compliment adjacent facilities. There are other sites along the seafront that suffer from similar issues. The Seafront Local Plan should consider what level of change would be appropriate on these sites and how they could be better used to compliment the other attractions on the seafront.

Limited provision of leisure and community facilities

4.9 The seafront is a significant community asset and provides a location for a range of different community and leisure activities. However, the provision of facilities for such uses is limited, and many consider that the leisure offer is dated, fragmented and too far removed from the areas where there are the highest levels of activity. This means that seafront users might not participate in available leisure
activities because they are too far away or people are unaware of their presence.

Wind surfacing from Eastbourne’s beaches

4.10 It is considered that the provision of leisure and community facilities should be enhanced in order to attract more people to use the seafront for different activities.

Widening the appeal of the Seafront

4.11 Evidence shows that the majority of people visit the seafront when they come to Eastbourne, and the seafront is one of the main drawing points. In order to broaden the range of visitors to the town, the seafront should provide activities and facilities that appeal to a wide range of people, whilst also strengthening the appeal to existing markets.

4.12 Currently, only one third of visitors consist of families with young children. The provision of additional facilities that would appeal to this sector, such as activities to do in bad weather, would help to widen the appeal of the seafront. In addition, there is currently limited evening and night-time use of the seafront, and an increase in evening activities may help attract a different type of visitor.

Rockpooling on Eastbourne’s beaches
Protection of the Natural and Built Environment

4.13 The high quality of the built and natural environment is what makes Eastbourne unique and is part of its charm that appeals to visitors. A significant amount of the seafront is within a Conservation Area, where changes to buildings are restricted due to their architectural and historic interest. There are also some nationally protected environmental areas, such as the cliffs and beaches off Holywell, which make a significant contribution to the character of the area.

4.14 Therefore it is important that the Seafront Local Plan ensures that the natural and built environment that gives the seafront its character is not adversely affected by improvements or change.

Lack of opportunities for seafront activities

4.15 The seafront is Eastbourne’s main pull as a tourist destination, but it is important that visitors have things to do when they get there. A range of popular events are held each summer, but these should be accompanied by additional facilities that provide activities for visitors at any time.

4.16 The nature of the shingle beaches restricts certain seafront activities from taking place, particularly those associated with sand, and therefore opportunities for increasing the range of activities on the beaches should be considered. The range and provision of facilities associated with using the beach, such as beach huts, chalets and shelters, should also be considered.

4.17 Increased access to the beaches for people with mobility problems is an issue that needs to be addressed, and it is also important to ensure that a balance is struck between the provision of competing uses along the seafront.
**Effect of working beaches**

4.18 The working beaches are a traditional feature of the seafront and an important part of the seafront economy. Although they are a necessary part of the seafront, they can be relatively unattractive and adversely affect the feel and setting of a particular area. In addition, the presence of working beaches can restrict the use of that part of the seafront. This is an issue that should be taken into account in the Seafront Local Plan.

**Quality of Public Realm**

4.19 As the most popular activity on the seafront is walking along the promenade, and therefore it is important that it is an attractive place that people want to spend their time. The quality of the public realm is an important factor in the look and feel of the seafront.

4.20 The Seafront Local Plan should consider the appearance of key locations in order to ensure that people enjoy visiting these areas, and should consider a...
programme of enhancements to ensure that the overall quality of the public realm is improved and the spaces that do exist are fully utilised. This must include a coordinated approach to the provision of new paving and street furniture and the removal of unnecessary street clutter.

**Future infrastructure requirements**

4.21 The seafront promenade, in its role as the sea wall, is one of the town’s primary defences against the sea. The timber groynes and shingle beaches also play a huge role in protecting the town and it is imperative that any improvements or changes to the seafront do not compromise the ability of these defences to properly do their job. The Council has a statutory obligation to maintain effective coast protection between Holywell and the western arm of Sovereign Harbour.

4.22 In addition, the Waste Water Treatment Works is located at the eastern end of the Seafront at Langney Point. It may be necessary to the expansion of this and other infrastructure facilities within the seafront area, and the Seafront Local Plan should make provision to allow for this to take place should the need arise.
5.0 Structure of the Seafront

Local Plan Boundary

5.1 The Seafront Local Plan boundary will define the area within which the policies in the Local Plan will apply. Figure 5 shows a suggested boundary for the Seafront Local Plan.

5.2 It shares a boundary in the west with the South Downs National Park, for which the planning responsibility is held by the South Downs National Park Authority. It incorporates the main seafront and adjacent roads where the tourist accommodation is most likely to be found between the Western Lawns and the Redoubt. It includes Princes Park and Five Acre Field, as it is considered that these are important open spaces that affect the seafront setting, and stretches down to Sovereign Harbour, incorporating the Outer Harbour and the beaches along to the Borough boundary adjacent to Old Martello Road.
Character Areas

5.3 Anyone walking the 6km length of the seafront will be conscious of a number of changes in character in terms of landscape, land use and activities. The Seafront Local Plan recognises that these differing characteristics account for the unique appeal and positive qualities of the seafront, and therefore the seafront has been divided into seven character areas.

Figure 6 - Seafront Local Plan Character Areas

5.4 It is anticipated that the Seafront Local Plan will contain policies and proposals specific to each character area, although it is likely that there will be other policies that apply across the whole of the seafront. Some character areas may have potential for significant changes, whilst others may have minimal or no change as a result of the Local Plan. Figure 6 shows a basic plan of the character areas, and a profile of each character area will be set out.

Question 7: Do you agree with the suggested boundary for the Seafront Local Plan? Are there areas that should be excluded or included in the boundary?

Question 8: Do you agree with the suggested character areas?
**Holywell to Western Lawns**

![Image of Holywell to Western Lawns]

**Description**

5.5 The Holywell to Western Lawns Character Area is a high quality natural mature landscape, with relatively low levels of quiet and passive activity. Located at the western end of the seafront away from the majority of the seafront hotels, and on edge of the urban area, footfall is mainly from local people. This end of the seafront is also the gateway to the South Downs National Park.

5.6 This area has particular environmental significance, with part of the character area lying within a Site of Special Scientific Interest, partly due to the geological and geomorphological importance of the wide platform of Greensand rocks that are exposed at low tide. In addition, the whole of the built environment in this character area is within the Meads Conservation Area.

5.7 The rising chalk cliffs and downland wooded scarp slopes at the western end of the promenade provide a degree of enclosure, and gently-graded, flint shingle beaches, provides a strong visual contrast between the sea and the urban area. The tiered promenades link this character area with the more central parts of the seafront where usage and activity is higher.
Key Features

- Views to the Downland and chalk cliffs
- Open expansive views from the coastline, out across the sea to the horizon
- A Site of Special Scientific Interest
- A gently graded foreshore with visually prominent timber groynes
- Meads Conservation Area
- Ecologically sensitive inter-tidal zone with numerous habitats, including vegetated shingle

Areas of Interest

South Downs National Park

5.8 The character area starts at the foot of the South Downs National Park, marking the end-beginning of 100 miles of the South Downs Way, meaning that it is a popular and significant site for both casual and serious walkers. There is a catering facility in private ownership, which is popular with walkers. The seafront cycle route links with the South Downs National Park at this point, however its location on the periphery of the town means that there are accessibility issues. This is compounded by the limited car parking provision in the area.

Helen Gardens

5.9 Nestling below the Downs, this beautifully laid out garden is perched on the top of the cliff overlooking the sea. Broad lawns sloping gently seawards give magnificent views over the sea and towards Eastbourne pier. Putting, petanque, bowls and a small children’s play area are provided in this relatively tranquil setting. A kiosk is open in the summer providing refreshments to users, however generally these gardens are a relatively underused facility. There is some noise intrusion felt in Helen Gardens from the nearby school. In 2012 the garden became nominated as a Queen Elizabeth II Field, which means that it is protected from development in perpetuity.

Italian Gardens

5.10 Hidden away below Helen Gardens are the Italian Gardens. These unusual and secluded lawned Gardens sit in a wooded amphitheatre carved out of the cliff face, created by the Garden’s former use as a chalk quarry. The garden is a delightful sun trap with seating and a central lawn area below banks of mature trees growing from the sides of the amphitheatre, which provide shade on a hot day and help create the impression of a ‘secret garden’. The Italian Gardens have attracted usage by drama and musical groups for summer productions, however in order to attract additional usage, issues relating to accessibility and lighting to deter anti-social activities at night need to be addressed.
In 2012 the garden became nominated as a Queen Elizabeth II Field.

**A drama production at the Italian Gardens**

**Holywell Tea Chalet**

5.11 Located at one of the most attractive spots on the entire promenade, the Holywell Tea Chalet serves food and light refreshments during the day throughout the summer season only. The premises are leased to the private sector. Whilst the original building is not unattractive, the two extensions are unsatisfactory in both condition and appearance and could be improved. There is no parking provision in the immediate vicinity, access being by foot or by dotto train.

**Chalets**

5.12 The promenade towards Holywell is a popular location for beach users and as such a number of chalets have been provided over the years. Nine fibreglass chalets are located in an enclosed fenced area on the lower promenade, although these are not considered to reflect the quality of this area. There are 69 permanent brick-built chalets facing the sea, consisting of a single room with water supply and a small gas hob. In 1935, one of the chalets was set aside for the use of King George V and Queen Mary during their visit to the town. Despite the differences in quality of the chalets, all are oversubscribed with a waiting list.

**Tiered Promenades**

5.13 The promenade from Holywell eastwards towards the Western Lawns is provided on two tiers; the lower promenade and the middle promenade, also known respectively as ‘the devil’ and ‘the flesh’. The hard-surfaced lower promenade is a busy and popular route throughout the year, whilst the shingled middle promenade is characterised by lower levels of footfall, most likely to be local people. The slopes between the tiered promenades are
planted with species that will survive the harsh maritime winds, be tolerant of drought and also chalk. These promenades are popular locations for memorial benches. The views to the Downland in the west illustrate the shoreline dominated by jagged chalk sea cliffs, and to the east there are views past the Pier towards Bexhill and Hastings on the horizon. The physical and visual separation of the main seafront road from the promenade gives this area a sense of tranquillity.

5.14 Types of change that may be considered suitable in the Holywell to Western Lawns Character Area include:

- New tourist accommodation
- New food and drink facilities
- More evening activity

**Question 9:** What level of change should take place in the Holywell to Western Lawns character area?

- a) minimal change
- b) medium change
- c) significant change
Wish Tower and Devonshire Park

Description

5.15 The Wish Tower and Devonshire Park Character Area offers a good quality manicured landscape with medium noise levels. Located in the western part of the most central and well used area of the seafront, it is the starting point for seafront hotels, which stretch all the way along to the Redoubt. The majority of this character area is within a Conservation Area.

5.16 Footfall and activity in this area starts to increase to medium levels, likely to be a mixture of locals and tourists. The coming together of the road to the seafront at this point means that road noise starts to become more intrusive in this area. Shrub covered embankments abut the beach and promenade in the most western parts of the character area, although continuing east the promenade passes under the hill of the Wish Tower. The Wish Tower is a visually prominent feature, sitting on top of the slopes between the Western Lawns and the main seafront promenade, in an area designated as a scheduled monument for its archaeological interest.

5.17 The well-presented amenity space of Wilmington Gardens links the seafront with the Devonshire Park complex, which includes the main theatres and the location...
of the annual tennis tournament, which brings a lot of business to the town each summer.

Key Features

- Views of the Downland and chalk cliffs to the west
- Views of the Pier to the east
- Views of the townscape to the north
- The Cultural Hub of Devonshire Park, including Towner, Congress Theatre, Winter Gardens, and Devonshire Park Theatre
- Scheduled Monument
- Wish Tower and adjacent Western View Café, linked with the Western Lawns
- A gently graded foreshore with visually prominent timber groynes
- Meads and Town Centre & Seafront Conservation Areas

Areas of Interest

Western Lawns

5.18 The location of some of Eastbourne’s most popular events throughout the summer, the Western Lawns are spacious seafront lawns situated just in front of the Grand Hotel. This amenity space is mostly used for relaxing and picnicking through the summer, and on occasion for some informal sports activities. It is well connected to the Wish Tower and the Western View café adjacent, and it features a statue of the Duke of Devonshire.

Wish Tower

5.19 The Wish Tower (Martello Tower 73) is a 19th century fortified tower, built as part of the coastal defences during the Napoleonic War, it is a key landmark on the seafront. Since its decommission, it has been used as a coastguard base, geological museum, defensive gun emplacement in the second World War, a coastal defence museum and a puppet museum, but has been closed to the public for many years until recently when tours of the building have been put on by the ‘Friends of the Wish Tower’ community group, who are working towards restoring full public access to the Tower.

5.20 Adjacent to the Wish Tower is the popular Western View café, which features an attractive decked outdoor
seating area with magnificent views across the Western Lawns to the sea. The Western View café is a temporary provision, and options to provide a permanent café/restaurant on the former Wish Tower restaurant site are currently being considered.

**Wish Tower Slopes/Lifeboat Museum**

5.21 The Wish Tower Slopes are one of the iconic images of Eastbourne seafront and are a popular location for visitors and locals alike. Their importance stems from their excellent location with far reaching views and high footfall. The popular lifeboat museum is a key feature in this area, which also includes a small car park.

**Devonshire Park**

5.22 Part of Eastbourne’s cultural quarter, Devonshire Park accommodates the town’s popular theatres as well as a world class tennis venue that hosts a major tennis tournament each year. There are no informal recreation facilities at this park as it is a world class dedicated tennis centre.
5.23 Devonshire Park is set back about 400 metres from the seafront, with the elegant amenity space of Wilmington Square, including seating and attractive perennial planting, providing a physical link between the seafront and the cultural quarter.

5.24 Devonshire Park is one of Eastbourne’s oldest parks, dating from around 1874. A guide dated 1893 describes a music garden with facilities for cricket, tennis, racquets and roller skating. A ladies “cycle academy” is also mentioned. The first major tennis championships were held here in 1881, and the Council began purchasing the facilities in about 1929.

5.25 Plans to deliver a significant investment of £40 million at Devonshire Park are being made to enhance the existing facilities and create a cultural destination that will benefit the town are currently underway.

5.26 Types of change that may be considered suitable in the Wish Tower and Devonshire Park Character Area include:

- New tourist accommodation
- New children’s play facilities
- New food and drink facilities
- More evening activities
- Additional beach huts
- Facilities to enable better use of the beaches
- New tourist attractions

**Question 10:** What level of change should take place in the Wish Tower and Devonshire Park character area?

a) minimal change  

b) medium change  

b) significant change
Wish Tower to Pier

Description

5.27 The most popular and well used part of the seafront, the Wish Tower to Pier Character Area is the focal point for tourism in Eastbourne. As such it has a high intensity of use within it and there is a very high footfall and high amount of activity in this area. The clusters of blue and white fibre glass beach huts are a distinguishing feature; however some obscure views of the sea from the promenade and are detrimental to the appearance of the seafront.

5.28 The character of the Eastbourne seafront is dominated by four to five storey Victorian - Edwardian buildings that line the seafront road, and many of these buildings are used as hotels. An esplanade, with metal railings and lighting stands, provides a distinctive promenade along the upper edge of the beach.

5.29 The character area has an overall good quality landscape but a noticeable amount of uncoordinated ‘clutter’. Tranquillity is reduced from the area beyond the Wish Tower and noise levels are high due to traffic along the seafront road and crowds of people visiting the Pier. The area is planted with more unusual and non-native plants with the mild seaside climate exploited with extensive utilisation of Mediterranean, South African and New Zealand plants.

5.30 The main focus of activity in this area is the Pier; it is a visually prominent and locally distinctive architectural
feature. The Carpet Gardens add some colour and vibrancy to the area, and are a visually prominent gateway from the east. The whole of this character area is within a Conservation Area.

Key Features

- Views of the Wish Tower to the west
- Views of the Pier to the east
- Open expansive views from the coastline, out across the sea to the horizon
- Significantly high levels of use
- Town Centre & Seafront Conservation Area
- Listed Buildings (The Pier and the Bandstand)
- Carpet Gardens
- Temporary inflatables on the beach during the summer holidays

Areas of Interest

**Beach Shelters and Kiosks**

5.31 A set of fibreglass beach cabins are available for hire between the Wish Tower slopes and the Bandstand. Unfortunately these create a ‘corridor effect’, which restricts views of the beach and the sea. There are six seafront shelters located on the lower promenade either side of the bandstand to the west of the Pier. Three of these shelters have been converted to catering outlets with outdoor seating, whilst the others are used for storage.

![A catering outlet in a former beach shelter on the Lower Promenade](image)

**Bandstand**

5.32 The Bandstand, a Grade II Listed Building, enjoys a unique status as the UK’s premier open air military bandstand. It is identified as one of the prime reasons for
Eastbourne’s popularity. The current bandstand was built in 1935, with its unique semi-circular design and blue domed roof. It has a main arena, middle and upper balconies and seats for 1,600. Around 140 concerts are held at the Bandstand each year, attracting around 36,500 patrons.

The Bandstand and Pier

Carpet Gardens

5.33 The famous Carpet Gardens are the centrepiece of Eastbourne’s Promenade. Traditional bedding is used to create stunning floral patterns for spring and summer. During the summer special beds are also planted in geometric patterns in a ‘carpet bedding’ technique first established by the Victorians. One bed at the west end of the main garden usually has a special theme.

Eastbourne Pier

The entrance to the Pier

5.34 The Grade II* listed Pier is the most prominent and historic landmark on Eastbourne’s seafront. Its importance, both as a tourist attraction (73% of all visitors to Eastbourne come to the pier) and a symbol of Eastbourne’s
The premier resort status, should not be underestimated. The pier is a free access attraction for all age groups during the day and at night draws younger age groups to one of the town’s largest nightclubs.

5.35 Following the fire that destroyed the Blue Room on the Pier in 2014, plans for a replacement for the Blue Room are due to be brought forward in the near future.

5.36 Types of change that may be considered suitable in the Wish Tower to Pier Character Area include:

- New tourist accommodation
- New food and drink facilities
- More evening activities
- Facilities to enable better use of the beaches

*Question 11:* What level of change should take place in the Wish Tower to Pier character area?

a) minimal change  
b) medium change  
c) significant change
Pier to Redoubt

Description

5.37 The Pier to Redoubt character area is a good quality hard surfaced area with little vegetation and green spaces compared to areas to the west. There is a surprisingly rapid reduction in noise levels from the west of the Pier to the east of the Pier as activity in this area falls away significantly from the adjacent ‘Wish Tower to Pier’ character area. However footfall is still relatively high, particularly in the southern part of the area. There is little tranquillity,
particularly in southern parts of area, mainly due to traffic on seafront road and busy tourist attractions.

5.38 The intact Victorian/Edwardian esplanade, with metal railings and lighting stands, provides a distinctive promenade along the upper edge of the beach. The character of this part of the seafront is dominated by three to four-storey buildings which line the seafront road, the majority of which are used as hotels. Apart from attractions at either end of the character area, there is little to do aside walking the promenade.

5.39 There is a strong sense of openness and open, panoramic views may be obtained across the sea to the horizon. As a result, the character of the area is somewhat dependent upon the weather. The Redoubt Fort is a military defence structure and a visually prominent coastal feature. The majority of this character area is within a Conservation Area.

Key Features

- A hard landscape
- Intrusion from adjacent road and traffic noise
- A gently graded foreshore with visually prominent timber groynes

- Expansive views north-east along the length of the beach, with long distance views to Bexhill and Hastings on a clear day.
- Town Centre & Seafront Conservation Area
- Scheduled Monument (the Redoubt)

Areas of Interest

Area immediately east of the Pier

5.40 The main tourist drop-off/pick-up point for coaches is at the pier head. Vehicle and visitor facilities are poor, and there is a conflict between vehicles and pedestrians. Situated on the lower promenade, east of the pier and below the coach drop-off/pick-up point, the shelter has been converted to commercial use, and there is a small picnic area. The Metropole Triangular Garden, just 350 metres east of the pier, is planted in separate zones with plants representing North and South America, Europe, Africa, Asia and Australia.
Structure of the Seafront

Seafront Hotels

5.41 The road running adjacent to the seafront in this character area, Royal Parade, hosts a significant row of seafront hotels, which are very visible from the seafront promenade. These hotel buildings make an important contribution to the character of the seafront, and are the types of location that visitors would expect to find accommodation when visiting a seafront resort.

Pavilion Gardens

5.42 The Pavilion Gardens offers a grassed area for passive leisure, and features the Pavilion Tea Room, which hosts an annual exhibition relating to the history of Eastbourne. There are areas of seasonal bedding, perimeter hedging and rock gardens, and the planting creates a predominantly Mediterranean effect. There is a Pinwe stone war memorial situated in the western section of the garden.

Redoubt Fortress

5.43 One of the south coast’s most historic landmarks, the Redoubt Fortress is a Grade II Listed Building and Scheduled Monument, built in 1804 as part of the coastal defences from the threatened French invasion, which houses a museum covering military history over 300 years. It has been named as one of the top ten military museums in the UK and includes over 50,000 exhibits and hosts concerts and private functions. The Redoubt did not see any action in the Napoleonic War (its guns were only fired in anger once), and it was used as a garrison until the first world war when it was used as a military headquarters and temporary gaol. Eastbourne Borough Council purchased the Redoubt in the 1930s, but it was requisitioned by the Army for use in the Second World War. Since then, the Redoubt has been used for a model village display and an aquarium, until its current use as a military museum.
5.44 The Redoubt Fortress has received support from the Heritage Lottery Fund for the ‘Redoubt – Unlocking the Story of Eastbourne’ project, which aims to restore the 200 year old Fortress, improve access to the building, including a new entrance, and create an engaging new interpretive journey through the history of Eastbourne, and forming what will become, a heritage hub for the town.

5.45 Types of change that may be considered suitable in the Pier to Redoubt Character Area include:

- New tourist accommodation
- New food and drink facilities
- New children’s play facilities
- Facilities to enable better use of the beaches
- Water-based activities
- New beach huts
- New tourist attractions

Question 12: What level of change should take place in the Pier to Redoubt character area?

a) minimal change  b) medium change  c) significant change
Description

5.46 The Redoubt to Sovereign Centre Character Area features a relatively poor quality landscape with a range of ad hoc buildings of poor design, although there are some high quality open spaces present. There are medium noise levels but low levels of footfall on the promenade, despite this being a relatively high activity area. Commercial tourist attractions and associated buildings are locally distinctive
features in this area although these contrast with the historic image of the seafront.

5.47 The area known as Fisherman’s Green consists of the town’s fishing station, with some recently refurbished and well used tennis courts. This area is the working area of the seafront, and the beach in particular is abused with dumped debris.

5.48 The area is characterised by gently graded, flint shingle beaches, which are smooth, consistent and visually prominent features, providing a strong visual contrast between the sea and the urban area. It features large expanses of hard paving, including car parking, although there are areas of high quality open space, including the level area of formal parkland incorporating the Redoubt Bowls Club in the western part of the area, and Princes Park and Five Acre Field in the east of the area. These grassed open spaces together contribute to a seaside recreational character.

Key Features
- Working beaches, including use for boat storage
- Expansive views north-east along the length of the beach, with long distance views to Bexhill and Hastings on a clear day
- Views of the Pier to the west
- Recreation facilities at Fisherman’s Green
- Langney Sewer outfall
- Expansive open spaces at Princes Park and Five Acre Field
- Gateway to the seafront from A22 and A259

Areas of Interest

Redoubt Bowling Club

5.49 The Bowling Club is located immediately to the east of the Redoubt Fortress. The club is only responsible for the maintenance of bowling greens, and the Council maintains the grounds comprising a shrub border adjacent to the road, seasonal flower beds, amenity grass, paths, hedges and the bowling greens.

Tank Enclosure Gardens

5.50 There is a prominent enclosed garden at the junction of Beamsley and Sidley Roads. These gardens are situated over a storm water tank and are managed and maintained as closed gardens. They are extensively planted with structure plants and flowering perennials. There are holes designed in the wall to allow water to flow out of the gardens, when the storm tank is at capacity.
Treasure Island

5.51 Treasure Island plays an important role in providing leisure attractions for children aged 2 to 12 and is popular with both tourists and local residents. It provides indoor and outdoor play areas as well as a crazy golf course. It also includes the popular Beach Desk restaurant, which provides one of the few locations on the seafront where visitors and local residents can have a meal on the seafront.

Fisherman’s Green

5.52 Fisherman’s Green, the main working area of the seafront, has suffered visually from ad hoc development over a period of many years. Activities are disparate and many of the facilities look tired. The car park currently located here is under-used. The promenade through this area is also fragmented, compared with the clean lines to the west and east. The existing tennis and basketball courts are reasonably well used and have been subject to extensive improvements in the recent past, including re-fencing and re-surfacing.

Princes Park

5.53 The Green Flag award winning Princes Park features a range of leisure and recreation facilities. The central feature of the park is a large artificial lake where model yachts and powerboats are often raced and many swans congregate. It is also used for water sports such as sailing. The lake in Princes Park is fed by a water course that drains water that collects in Eastbourne Park, and flows out to the sea via the Crumbles outfall.

5.54 Lakeside terraced paths are provided with seating and there are lawns and a large scented rose garden for picnicking and informal recreation. A children’s playground is situated at each end of the lake. Bowling greens are close to the centrally located ‘Pistachios’ café. On the east side there is a large field for informal recreation.
5.55 Princes Park was conveyed to the Council in 1922, and was named ‘Princes Park’ in honour of the Duke of Windsor as Prince of Wales, following his visit in 1931. In 2012 the Park became nominated as a Queen Elizabeth II Field.

5.56 Five Acre Field is a longstanding area of recreation. The field is mainly open grassland and a belt of trees characterises the boundary adjacent to the backs of houses on the east side and several individual trees dot the area near the stream that crosses the site in the west. The northern part of Five Acre, separated from the main field by the stream, is an area of inaccessible trees and scrub which is classified as a Site of Nature Conservation Importance. Formerly used for organised football but owing to some irregular settling as it was once a landfill site, the pitches were removed for safety reasons. In 2012 the park became nominated as a Queen Elizabeth II Field.

Sovereign Centre

5.57 The Sovereign Centre is a major leisure attraction, attracting around 500,000 visits per year. It was originally built and opened in 1977, with a front extension added in 1989. The Sovereign Centre is run by the Eastbourne Leisure Trust in partnership with Serco Leisure Operating Limited.

5.58 The Sovereign Centre includes a wide range of facilities and activities available to suit all ages and abilities with a fun pool with waves and flume, a 25 metre gala pool, gym, workout classes, health suite and café.

5.59 It is generally considered that the Sovereign Centre is mainly used by local residents and isn’t an attraction for visitors. It is understood that there are a number of design issues with the Sovereign Centre, particularly that the
entrance to the centre means that fully clothed users share the same space as bathers, which means that there is a general perception that the Sovereign Centre is unclean, despite there being few official complaints. It is also understood that the income from the Gym at the Sovereign Centre subsidises the swimming pools. There is limited space to further expand the Gym to create additional income, without losing the sports hall which is also well used.

5.60 Types of change that may be considered suitable in the Redoubt to Sovereign Centre Character Area include:

- Facilities to enable better use of the beaches
- New community facilities
- New tourist attractions

**Question 13:** What level of change should take place in the Redoubt to Sovereign Centre character area?

- a) minimal change
- b) medium change
- c) significant change
Description

5.61 The Sovereign Park to Langney Point Character Areas features a good quality landscape with low noise levels. This is one of the least used parts of the seafront and therefore footfall is low, probably by local people. Wide seaside esplanade forms a distinctive promenade along the stretches of gently-graded flint shingle beaches towards the waste water treatment works at Langney Point. Clusters of small timber boats and winch huts along the top of the beach are locally distinctive features.
5.62 The main feature of this area is Sovereign Park, which is an informal seafront nature reserve that has been officially recognised as a Site of Nature Conservation Importance (SNCI) for its remnants of shingle ridge habitat, which is particularly sensitive as part of the Crumbles shingle bank system. There are moderate levels of tranquillity in this area, particularly alongside Sovereign Park.

5.63 There is a strong sense of openness and open, panoramic views may be obtained across the sea to the horizon. As a result, the character of the area is somewhat dependent upon the weather. Views to Sovereign Harbour introduce a degree of relatively modern human influence on the character of the coast. The open nature and visual prominence of Sovereign Park contributes to the coastline’s distinctive character, and makes it particularly sensitive in visual terms.

Key Features

- A rare and protected shingle landscape/habitat
- Prominent Waste Water Treatment Works building
- A gently graded foreshore with visually prominent timber groynes
- Open expansive views from the coastline, out across the sea to the horizon
- Views of the Sovereign Harbour development

Areas of Interest

Sovereign Skate Park

5.64 One of the town’s most established skate parks, the Sovereign Skate Park was refurbished in 2010 following its opening in 2000. It is built of wooden ramps on a tarmac base and features a mini ramp, flat banks, quarter pipes, a jump box, spine, fun box, driveway and rails & ledges. The skate park is a popular attraction for teenagers on the seafront.
Sovereign Park

5.65 Comprising ancient shingle storm ridges, Sovereign Park is an increasingly rare habitat, supporting a diverse range of flowers, grasses, herbs and an associated community of wildlife. It is the last vestiges of the area known as the Crumbles before the Sovereign Harbour developments. It was formed prior to the 1600s, when storm beaches formed by strong wave action that caused shingle to be driven onshore, forming large ridges. Various plants and wildlife adapted to this environment and became tolerant to the extreme exposure to the wind, salt, heat and unstable ground and the shingle heath land evolved. It is now home to over 130 different species of wildflowers, living alongside several kinds of animals including moths and spiders that are not found in many other places.

5.66 The site has been identified as a Site of Nature Conservation Importance, with the aim of preserving the shingle beach habitat. There is a picnic site equipped with tables at the west end of the Park, whilst the central and east areas are left as semi-natural habitat. Access is available but not encouraged due to trampling damage of the flora present.

Waste Water Treatment Works

5.67 The Waste Water Treatment Works at Langney Point occupies a prime site at the eastern end of the seafront. Completed in 1996, it is the largest discharge in the vicinity of Eastbourne, and is owned and run by Southern Water.

5.68 Although built in brown brick, the surface building was designed to resemble a Napoleonic fort. The sewage treatment works are below ground level, 140 metres long, 40 metres wide and 15 metres deep, built from reinforced concrete.
Concrete. The shingle shoreline forms a boundary of the site and the roof is a public car park. The area of land surrounding the Water Treatment Works and adjacent to public car parking, together with the land at the main frontage of the building, is highly visible to both pedestrians using the promenade and road users.

Question 14: What level of change should take place in the Sovereign Park to Langney Point character area?

- a) minimal change
- b) medium change
- c) significant change

5.69 Types of change that may be considered suitable in the Sovereign Park to Langney Point Character Area include:

- New food and drink facilities
- New sports and recreation facilities
- New children’s play facilities
- Additional evening activity
- Provision for working beaches
- New beach Huts
- Water-based activities
- Facilities to enable better use of the beaches
- New community facilities
- New tourist attractions
Sovereign Harbour

Description

5.70 Located at the eastern extend of Eastbourne, Sovereign Harbour is a relatively recent development consisting of a marina, residential development and some leisure facilities. The high density residential development fronts the Sovereign Harbour beaches, and forms a dominating backdrop to the area and provides a strong visual contrast.

5.71 The character area consists of stretches of gently graded flint shingle beaches broken up by an artificial spit, which fronts the outer harbour and the lock gates. Sovereign Harbour spit and associated marina forms a distinctive and modified coastal landscape feature. There are
two Martello Towers within the character area, both unused. The wreck of the SS Barnhil, which was sunk during the Second World War, lies off the Sovereign Harbour coast. The beaches to the east of the marina entrance have been designated as a Site of Nature Conservation Importance due to the compacted and enriched vegetated shingle habitat.

5.72 The coastal footpath, which runs alongside the length of the coastal strip between Langney Point and Sovereign Harbour spit, provides access to the area, from nearby residential areas and from other buildings at Sovereign Harbour. The pathway is an extension to the coastal footpath leading to the Eastbourne promenade and wraps around the harbour. This area generally has relatively low levels of footfall and activity.

5.73 Throughout the area, there is a medium sense of tranquillity, with open, panoramic views out across the sea to the horizon. As a result, the character of the area is somewhat dependent upon the weather. Colour and textures of the sea contrasts with coastal landforms, and combine to create a striking landscape.

Key Features

- Prominent views to Sovereign Harbour-side development and residential apartment blocks.
- Panoramic views across the sea to the horizon, towards the Royal Sovereign Lighthouse.
- Panoramic views to Martello Towers.
- Expansive views north-east along the length of the beach, with long distance views to Bexhill and Hastings on a clear day.
- Expansive views south-westwards along the length of the beach from Langney Point sewage works to the central parts of the seafront.
- Sea and coastal erosion defences including groynes and retaining walls.
- Ecologically important vegetated shingle habitat.
- Archaeologically Sensitive Areas in proximity to the Martello Towers.
- Vulnerability of the coastline to coastal erosion and other ramifications associated with climate change. Sense of tranquillity along the coastline.

Areas of Interest

'Site 1'

5.74 The area in the west of the character area between Langney Point and the harbour entrance is known as Site 1. The site is highly visible from the water and marks the entrance to the harbour. Currently, the site is characterised by an unfinished domestic edge that fails to provide a suitable destination at the eastern end of the seafront.
Planning permission has recently been granted for the development of up to 72 dwellings consisting of houses and apartments on one third of the site, with the remaining two thirds of the site being left as open space. The development will also include vehicular access with a pedestrian link, public access to the beach, and a children’s play area.

**Harbour Entrance**

5.75 The Outer Harbour Peninsula, or the ‘spit’ as it is often known, is a man-made promontory, occupying a prominent location at the entrance to the Harbour. It is surrounded by water on three of its sides and forms a raised shingle area protected by large rocks on the seaward side. The ‘spit’ is a public amenity space with no facilities, although it could be considered to be part of the shingle habitat of the adjacent beaches.

5.76 The tidal Outer Harbour is only used for entrance to the marina through the lock gates, which protects the Inner Harbours from flooding. The Outer Harbour needs frequent dredging to keep the access channel from the sea to the
locks open and deep enough for vessels. The local RNLI lifeboat has its own mooring there. It is also the home of a seal. There is a ‘permissive’ pedestrian route across the lock gates.

*Martello Towers*

5.77 Two early 19th century Napoleonic Towers are located to the west and east of the Sovereign Harbour entrance. They are Grade II listed Scheduled Monuments and currently on English Heritage’s ‘At Risk’ register. A third Tower (Martello Tower 65) was lost to the sea in the 1930s. Martello Tower 64 (the eastern most of the two) sits inside the sea defence area and can cause an obstruction to the operation of sea defence machinery.

5.78 The Martello Towers are both unoccupied, and because of their deteriorating fabric, maintenance costs are considerable. Due to their historic significance, it is important that the Towers are protected, including the views between the two, which make it easier to appreciate the original intention to make the building defensible against incoming artillery or infantry.

*Harbour Beaches*

5.79 The beaches at Sovereign Harbour are maintained by Pevensey Coastal Defence Ltd, under a Public Private Partnership with the Environment Agency. The eastern section of the beach retains some of the plant species and habitat which once existed extensively over the shingle system of the Crumbles. Although development of Sovereign Harbour has caused considerable pressure and alteration to these sites, they still retain much of the character of shingle close to the sea. The site consists of shingle with limited soil deposits. It supports a number of typical shingle species that are nationally scarce.

An interpretation board for the wreck of the SS Barnhill has been erected at the top of the beach,
commemorating the bombing and sinking of the SS Barnhill which can still be seen on the beach near Sovereign Harbour at low tide.

**Question 15:** What level of change should take place in the Sovereign Harbour character area?

- a) minimal change
- b) medium change
- c) significant change

5.81 Types of change that may be considered suitable in the Sovereign Harbour Character Area include:

- New sports and recreation facilities
- New children’s play facilities
- New food and drink facilities
- Additional evening activity
- New Beach Huts
- Water-based activities
6.0 Policy Themes and Options

6.1 This section presents sets of alternative options for addressing the issues identified previously. They have been devised following engagement with stakeholders and a review of evidence.

6.2 These options are for the strategic direction for the future development of and change to the Seafront. Stakeholders and the local community are asked to inform us of their preferred options and to confirm why they think these would be most beneficial for the seafront.

A. Tourist Accommodation

6.3 Eastbourne is one of the largest providers of tourist accommodation in the South East, outside London, and has the 16th highest supply of hotel rooms in the country. It is important that a seaside resort like Eastbourne has the right quality and quantity of tourist accommodation because if this is not right, visitors are unlikely to return. It is also important to the local economy that there are a good proportion of visitors staying overnight as they spend more money per person than day-trippers.

6.4 Eastbourne has approximately 250 accommodation establishments (including hotels, guest houses, Bed & Breakfast and self catering lets) with a total of around 3,500 rooms. 63% of Eastbourne’s hotels are independent establishments, which is second only to Blackpool across the country.

6.5 In Eastbourne, a number of hotels are located on the main seafront road, with the areas immediately behind the seafront being a mixture of residential and tourist accommodation. Many of the properties in this area where initially built as residential properties, which means that there is pressure to convert the buildings used as tourist accommodation back into residential. It is essential that retention policies recognise that residential and tourism uses can co-exist and that one use does not necessary have to dominate.

6.6 The Visitor Research conducted in 2012 indicates that accommodation usage in Eastbourne varies significantly by trip type and age of visitor. Hotels are more popular for those on a repeat visit, for couples, and older visitors, whilst B&B establishments have greater appeal amongst first time visitors, especially the under 35s.

A1 Retention of Tourist Accommodation

6.7 It is important that Eastbourne retains a critical mass of accommodation to keep the town seriously in the frame
as a tourist destination. Since 1976, the Borough Council has actively sought to retain accommodation in the main tourist area through planning policy, which has played a part in maintaining an adequate stock of accommodation for visitors.

6.8 Tourist accommodation is coming under increasing pressure for conversion to other uses, particularly residential use, due to the high local housing need, making a hotel much more valuable for residential use. The conversion of hotel stock to alternative uses could weaken the town's ability to retain its status as a tourism destination.

6.9 There are strong reasons for ensuring that Eastbourne has a strong position for retaining an adequate amount of tourist accommodation:

- Staying visitors spend much more in the local economy than day visitors and help underpin the viability of associated businesses.
- The availability of sites for hotel development in Eastbourne is very limited, and there is pressure from competing higher value uses, particularly residential. In such circumstances hotel sites relinquished to other uses are unlikely to be replaced by new hotel development.
- Hotel development could be facilitated by removing the higher ‘hope’ value of tourist accommodation sites that are seen as possible residential re-development sites.

6.10 It should be noted that retention policies are not intended to provide a ‘straightjacket’ for the industry, but are intended as a tool to both protect stock for which there is a viable future and to manage loss where there is not.

6.11 The current policy position relating to the retention of Tourist Accommodation comes from the Eastbourne Borough Plan 2001-2011, which was adopted in 2003. This designates an area known as the Tourist Accommodation Area, which represents what is considered to be the area where visitors would most expect to find visitor accommodation. Within the Tourist Accommodation Area, applications that would result in the loss of tourist accommodation would only be permitted if it can be demonstrated that the visitor accommodation is unviable. The current Tourist Accommodation Area from the Borough Plan is identified in Appendix 2.

6.12 The Seafront Local Plan will review the planning policies relating to the retention of Tourist Accommodation. It is considered that there are four options for how future tourist accommodation policies could be set out:

**A1.1 Option 1 – Continue existing policy position**

The current policy has been in place since 2003 and has been used on a number of occasions to prevent visitor accommodation from changes to other uses. However, some
consider that the current position means that a large amount of lower quality and unneeded accommodation is protected, resulting in an oversupply of rooms. It also may not be flexible enough to respond to changing consumer and market trends.

A1.2 Option 2 – Remove Tourist Accommodation Area designation

Removing the Tourist Accommodation Area designation would allow market forces to dictate the supply and demand for tourist accommodation. This presents a risk that a significant proportion of tourist accommodation might be lost to other uses that may not bring the same economic benefits to the area as tourism.

A1.3 Option 3 – Reduce Tourist Accommodation Area designation

Reducing the area of that which is within the Tourist Accommodation Area designation would effectively mean removing some secondary parts of the seafront from policy restrictions on change of use, whilst still protecting the key locations on the seafront for visitor accommodation. The loss of some visitor accommodation, estimated to be up to 21% of the total supply, could help to improved market occupancy and in turn, average room rate and profitability.

This option is recommended by the Tourist Accommodation Study (2015).

A1.4 Option 4 – Designate Primary and Secondary Tourist Accommodation Areas

A two-stage policy differentiating between a Primary area with very strict criteria for protecting and retaining tourist accommodation, and a Secondary area where tourist accommodation could be lost if certain criteria were met would allow a more flexible approach and could be more responsive to individual cases within the secondary zone. However, there may be difficulties in implementing this type of policy due to the lack of availability of data on hotel viability such as occupancy and room rates.

Question 16: Which approach to the retention of tourist accommodation do you think is most appropriate?

A2 New Tourist Accommodation

6.13 The development of new accommodation supply is valuable in order to diversify and appeal to new sources of demand, and to help upgrade the supply of tourist accommodation in order to meet future market needs.
6.14 The Tourist Accommodation Study (2015) indicates that there is an opportunity for new entrants to provide a different and distinct product offer. This could be in the form of alternative accommodation such as a contemporary hostel or high-quality self-catering appealing to those wishing to go on a multi-generational holiday. Any such development would help attract a broader range of visitors to Eastbourne thereby enhancing the destination’s overall appeal and competitiveness.

6.15 The Tourist Accommodation Study suggested that, in the medium to long-term, Eastbourne needs to develop its accommodation stock from the bottom up, ranging from new generation hostels to budget hotels and ‘restaurants with rooms’ to independent boutique hotels in order to appeal to a wider range of visitors and respond to market trends. A gradual development of the tourist accommodation sector will help provide robust evidence of market appeal as well as establish occupancy and average room rate potential.

6.16 In order to ensure that new tourist accommodation can come forward when the market conditions are right, the Seafront Local Plan should consider how to identify appropriate sites for such development.

A2.1 Option 1 – Allocate sites for new tourist accommodation

Allocating sites would mean specifically identifying sites where new tourist accommodation would be permitted. This would mean that new tourist accommodation could only be built in the identified locations, and would not be permissible in other locations in the town.

A2.2 Option 2 – Criteria-based policies for new tourist accommodation

Setting a criteria-based policy would mean not identifying specific sites for new tourist accommodation, but instead identifying a set of criteria whereby new tourist accommodation could be acceptable. This would provide a more flexible approach that would allow new tourist accommodation to come forward in any location in the town given the right circumstances.

Question 17: Which approach to new tourist accommodation do you think is most appropriate?
B. Leisure and Recreation Facilities

6.17 Leisure and recreation facilities are an important part of the seafront, both for the local community as well as visitors. There are a number of existing leisure and recreation facilities in the seafront area. The Sovereign Centre is an important facility on the seafront that attracts nearly 600,000 visitors each year, mainly from local people. The Sovereign Centre does have some issues in terms of the building that means that it is not as effective or attractive as it could potentially be.

6.18 Other leisure and recreation facilities include the skate park, bowling greens, petanque, tennis courts, inline skating and blading, putting greens, boating lake at Princes Park and playing fields, although with the exception of Treasure Island and Fort Fun, the seafront is deficient in the provision of structured leisure and recreation activities.

6.19 People also use the seafront for other related activities such as swimming, running, and cycling. A new cycle route running from the foot of the Downs along the seafront to join up with the National Cycle Network at Fisherman’s Green has already been designated and it is expected that the bye-law preventing cycling on the promenade between the Wish Tower and Fisherman’s Green will soon be lifted.

6.20 The Visitor Research (2013) suggested that visitors would like to see additional leisure and recreation facilities in Eastbourne and the seafront is a key location for such activities, and therefore the overall strategic approach to additional provision needs to be considered.

B1 Sports and Recreation Facilities

6.21 The seafront environment lends itself well to sports and recreation, and this is an important part of the overall offer. These types of activity can be a tourist attraction but are particularly important for local people who want to exercise and enjoy spending time in the attractive seafront environment.

6.22 The seafront holds a range and number of sports and recreation facilities, from skate park to bowling clubs, and from playing fields to tennis courts. These facilities tend to be mainly focused to the east of the Pier.

6.23 The Seafront Local Plan should consider whether additional sports and recreation facilities should be provided and what form that provision should take.
Policy Themes and Options

Roller Derby at Fisherman’s Green

B1.1 Option 1 – No new sport/recreation facilities
This option would restrict the future provision of any additional sports and recreation facilities anywhere on the seafront. Existing facilities would continue to function in their current locations.

B1.2 Option 2 – Create a single sport/recreation hub for all sports/recreation
This option would involve identifying a single location where all sports and recreational facilities could come together. This would involve the relocation of existing facilities alongside the provision of new facilities as appropriate. This would allow different types of sport and recreation to share facilities, such as changing rooms, refreshments etc.

B1.3 Option 3 – Create ‘hubs’ for different types of sport/recreation
This option would involve bringing similar activities together into one location, with separate locations for different types of activities. This would involve the relocation of existing facilities alongside the provision of new facilities as appropriate. For example, there could be one single hub where all water-based activities take place and another hub where extreme sports activities take place.

B1.4 Option 4 – Distribute all sport/recreation facilities along Seafront
This option would not involve linking or grouping similar activities in any way in any single location, but instead allowing new provision for different activities to be spread out across the length of the seafront, where appropriate.
Policy Themes and Options

Children’s Play Facilities

6.24 Providing play areas for children is important for attracting families with children to the town, who are currently under-represented in the market, but also for the local community as they provide an essential local facility and can attract more people to use the seafront.

6.25 There are currently three children’s play areas within the seafront area: one at Helen Gardens in the west and two at Princes Park in the east. The central sections, which are the most used areas, are particularly lacking in facilities for children. It is expected that a new children’s play area will be provided in Sovereign Harbour as part of the development of ‘Site 1’ adjacent to the harbour entrance.

6.26 The Seafront Local Plan should consider whether or not more children’s play areas should be provided, and what form that provision should take.

B2.1 Option 1 – No new children’s play facilities

This option would restrict the provision of new children’s play facilities anywhere along the seafront, but retain the existing children’s play areas in their current locations.

B2.2 Option 2 – Concentrate additional play areas in single location

This option would involve creating one single play area in one location on the seafront. The provision of a large play area with a significant amount of play equipment could act as a main focal point for families with children and could be linked to other family friendly activities.

B2.3 Option 3 – Create a number of small play areas

This option would involve providing a number of smaller play areas spread along the length of the seafront, where appropriate. Providing a series of small play areas would help draw families to different parts of the seafront and create focal points within character areas.

B2.4 Option 4 – Distribute play equipment along the length of the seafront

Instead of creating designated play areas, this option would involve single pieces of play equipment being provided along the length of the seafront, where appropriate. These single...
pieces of equipment would help link areas together and draw families along the seafront.

**Question 19:** Which approach to the provision of children’s play facilities do you think is most appropriate?
C. **Accessibility**

6.27 In order for people to be attracted to use the seafront, it needs to be accessible, both from a physical point of view and in terms of its links with other areas. The close proximity of the seafront and the Town Centre means that there should be a high cross-over of people between the two areas. Whilst this does take place to a certain extent, it is felt that this could be promoted more significantly. Also in close proximity to the Seafront is Devonshire Park, which contains the town’s main theatre district and is also due to undergo redevelopment to encourage the conference industry to the area. Linkages between these two areas would also be mutually beneficial.

6.28 The South Downs National Park, which lies just to the west of the Seafront, is a popular tourist attraction and the town could benefit significantly from this by providing better linkages between the seafront and the South Downs.

6.29 In addition, the seafront can be difficult for people with mobility problems, especially the area to the west of the Pier where there are tiered promenades, steep slopes and steps between different levels. Not only that, but access to the beaches can be difficult and this needs to be looked at.

C1 **Linkages with Town Centre and Devonshire Park**

6.30 Linkages between the seafront and the Town Centre and Devonshire Park need to be improved. Encouraging people to visit the Town Centre and the seafront in the same trip would be beneficial for both areas. In addition, the majority of the town’s theatres are located around Devonshire Park, and providing more consistent links between the seafront and Devonshire Park may encourage seafront visitors to go to a show at the Theatres. Better linkages will help visitors understand where they are and where they need to go in this part of the town, which will improve their overall experience of the town.

**C1.1 Option 1 – Increased signposting / way finding**

This option would involve the provision of additional signposts and other way marking to help people find their way between the seafront and the Town Centre and Devonshire Park.

**C1.2 Option 2 – Investigate pedestrianisation of seafront end of Terminus Road and/or Wilmington Square**
This option would involve investigating the possibility of the pedestrianisation of Terminus Road to create more effective pedestrian links to the Town Centre, or pedestrianisation of Wilmington Square to improve links to Devonshire Park.

C1.3 Option 3 – Create landmark at end of Terminus Road

This option would involve creating some form of landmark at the seafront end of Terminus Road in order to draw people from the Town Centre. The Wish Tower is already a landmark at the end of Wilmington Square, and it is considered that this option would be more effective at the end of Terminus Road as it would give visitors to the Town Centre a better understanding as to where the seafront is, especially if they arrive by bus or train.

C1.4 Option 4 – Consistency in public realm between Seafront and Town Centre/Devonshire Park

Creating a consistent public realm in terms of design, materials hard landscaping, and street furniture between the seafront and the Town Centre and Devonshire Park will give users the impression that it is all one area and will encourage them to follow the consistent design.

Question 20: Which approach to improving links between the seafront and the Town Centre and Devonshire Park do you think is most appropriate?

C 2 Linkages along the Seafront

6.31 Improved linkages along the seafront, particularly between different areas of the seafront, will help to draw people along the seafront into areas that they may not have previously thought of using. This may mean that they discover something on the seafront that they might not have previously known was there. In addition, there are some areas that people are not keen on using for different accessibility reasons.

C2.1 Option 1 – Sculpture Trail / Arts Trail / Nature Trail

This option would involve creating some form of themed trail along parts of the seafront. A trail could consist of providing a minor focal point with a link on to the next minor focal point to draw people along the seafront. Some examples of a theme could be sculptures, arts or nature, (with information) placed at intervals.
C2.2 Option 2 – Additional ramps / disabled access

This option involves the provision of additional ramps to improve accessibility between the different levels of the seafront and improved disabled access to the beaches. This would help people, particularly those with mobility problems, to access the seafront and use parts of the seafront that may have previously been inaccessible to them.

C2.3 Option 3 – Additional lighting

This option would involve the provision of additional lighting in areas that are underused during the evening/night-time. Additional lighting would help make areas such as Holywell and the Italian Gardens more accessible and reduce fear of anti-social behaviour.

Question 21: Which approach to improving links along the seafront do you think is most appropriate?

C3 Gateway to the South Downs National Park

6.32 Eastbourne is at the foot of the South Downs, and the close proximity of the seafront to the South Downs Way means that it is a gateway to the South Downs National Park. Improved linkages and accessibility between the seafront and the South Downs National Park will improve the visitor experience and help bring visitors to the town.

Eastbourne is the eastern gateway to the South Downs National Park
C3.1 Option 1 – Comprehensive redesign of the area at foot of Downs

This option would involve investigating the possibility of a comprehensive redesign of the area at the foot of the Downs around Pinnacle Point café and Bede’s School in order to make it safer and more attractive for users.

C3.2 Option 2 – Create improved access from Holywell end of seafront to Dukes Drive

Creating improved access from Holywell to Dukes Drive will significantly increase accessibility between the seafront and the South Downs by creating a direct link. Currently, the only link is via a steep lane adjacent to the Italian Gardens. A more direct form of connectivity, possibly in the form of something that could be a tourist attraction in itself, would further enhance the relationship between the seafront and the South Downs.

Question 22: Which approach to enhancing the gateway to the South Downs do you think is most appropriate?
D. Commercial uses

6.33 Eastbourne’s clean and elegant seafront is the Town’s most important feature for 70% of visitors, and is a feature that distinguishes the Town from most other seaside resorts. An important component of the Seafront is the relatively un-commercialised façade of hotels and guest houses between King Edwards Parade and Princes Park. This is due to covenants placed on these buildings by the Duke of Devonshire that restricts their usage to non-commercial uses other than tourist accommodation.

6.34 As the seafront is important from a tourist point of view, it makes a significant contribution to the local economy. Therefore it is essential that the commercial uses provided on the seafront continue to encourage tourists and other users to spend their money, which means providing an attractive offer.

D1 Food and Drink facilities

6.35 The Seafront Survey conducted in 2014 indicated that a significant number of seafront users would like to see improved food and drink facilities on the seafront. Such food and drink facilities could be provided in a number of different ways, catering for the needs of different people.

D1.1 Option 1 – No new additional food and drink facilities

This option would involve restricting the provision of additional food and drink facilities along the seafront, although existing facilities will remain as they are.

D1.2 Option 2 – Provision of additional kiosks

New food and drink facilities could be provided in the form of additional small kiosks. It is expected that such facilities...
would only sell ice creams and other small scale refreshments.

**D1.3 Option 3 – Provision of new cafés**

New food and drink facilities could be provided in the form of small to medium sized cafés. These cafés would likely sell a range of hot and cold drinks as well as some small scale food. Locations such as the remaining shelters between the Wish Tower and the Pier could be ideal locations for such facilities.

**D1.4 Option 4 – Provision of new restaurants**

This option would involve the provision of new restaurant type facilities that would allow visitors to have an evening meal on the seafront. Currently there are very few locations where this type of activity can take place, and the provision of new restaurants would enhance the offer for seafront users.

**Question 23:** Which approach to the provision of food and drink facilities do you think is most appropriate?

**D2 Evening activity**

6.36 Currently, there is relatively little activity on the seafront during the evening and night-times and there may be potential to increase activity into the evening to provide a different type of offer for people using the seafront. It is recognised that there are a number of people living close to the seafront, and also a number of visitor accommodation establishments that would not welcome undue disturbance during the night-time. However, there may be possibilities to provide evening activities without creating a disturbance.

**Evening entertainment at the Bandstand**
6.37 The Seafront Local Plan should consider whether or not evening activity should be encouraged by the provision of appropriate facilities.

**D2.1 Option 1 – Increase evening activities through provision of additional facilities**

This option would involve the provision of additional facilities that could be used in the evenings in order to expand the amount of time that the seafront is used.

**D2.2 Option 2 – Restrict evening activities**

This option would place restrictions on activities that would take place in the evening and night-time.

**Question 24:** Which approach to evening activity do you think is most appropriate?

**D3 Working Seafront**

6.38 The working beaches are a traditional feature of the seafront and an important part of the seafront economy. However, they can be relatively unattractive and adversely affect the feel and setting of a particular area, and therefore restrict the use of that part of the seafront. The ‘working seafront’ is mainly focused around Fisherman’s Green. There are a number of winch houses and other equipment on the beaches between the Sovereign Centre and Langney Point.

6.39 The Seafront Local Plan should consider how working beaches should be incorporated into Eastbourne’s seafront.

**D3.1 Option 1 – Concentrate working beaches into single area**

This option would involve concentrating the working beaches into one single area. Currently, the working beaches are spread out between the Redoubt and Langney Point, with a particular focus of activity at Fisherman’s Green. Bringing all of the equipment into one single smaller area would tidy up some of the outlying beaches and allow them to be used for alternative activities.

**D3.2 Option 2 – Allow distribution of working beaches**

The working beaches are an important part of seafront commerce, and allowing equipment to be distributed as necessary means that they can be placed in the most appropriate locations for them to be effective.
D4 Renewable Energy

6.40 It is generally recognised that there needs to be greater provision of our energy needs from renewable sources, and the seafront has the potential to make a contribution to the renewable supply. The Renewable Energy Potential Study (2009) identifies that there is significant resource potential in Eastbourne for solar, small scale wind, micro-generation and ‘Combined Heat and Power’ heating technologies, and some resource potential for large scale wind and bio-mass energy technologies.

6.41 The details in terms of the exact types of renewable energy generation would be considered in the next stage in the production of the Seafront Local Plan. Tidal energy and off-shore wind farms are not under the jurisdiction of Eastbourne Borough Council and therefore would not be taken into account in this Plan.

6.42 The Seafront Local Plan should consider whether and to what extent the seafront could accommodate renewable energy generation.

**Question 25:** Which approach to the working seafront do you think is most appropriate?

**D4.1 Option 1 – Do not allow renewable energy generation on the Seafront**

This option would involve restricting the provision of renewable energy generation on the seafront.

**D4.2 Option 2 – Encourage small-scale micro-generation**

This option would involve encouraging the provision of small scale wind turbines, solar panels on existing buildings and other small-scale forms of micro-generation of renewable energy that will not adversely affect the setting of the seafront.

**D4.3 Option 3 – Encourage larger scale renewable energy generation**

This option would involve encouraging larger scale renewable energy generation. This could involve larger single wind turbines, areas for solar panels, growing of bio-mass or the implementation of a Combined Heat and Power district heating network in order to allow the seafront to make a contribution to the generation of renewable energy for Eastbourne.
Question 26: Which approach to renewable energy do you think is most appropriate?
E. Seafront Activities

6.43 One of the main attractions for people coming to Eastbourne is the seafront, and the majority of these people would like to be able to use the beach and experience a typical seaside holiday. Therefore it is important that appropriate seaside activities are provided and can take place in order to ensure that visitors are not disappointed.

6.44 The fact that Eastbourne’s beaches are naturally made of shingle rather than sand could restrict certain types of seaside activity somewhat, but this does not necessarily mean that the beaches cannot play an important part of the attraction if the right facilities are provided.

E1 Location of Seafront Activities

6.45 Currently there is no structured zoning or sectioning for the seafront for different activities. Providing particular locations where activities take place will help people better understand the seafront and may also mean that areas that are currently under-utilised will be better used. It could also prevent conflicts between different activities that may not be compatible. An example could be a bathing and swimming zone where water sports are prohibited to ensure user safety. There could be other zones for different activities such as boating, jet-skiing, fishing, etc.

6.46 Sectioning the seafront for different activities was suggested through stakeholder engagement undertaken in the production of this Issues and Options Report.

6.47 The Seafront Local Plan should consider whether the overall offer and feel of the seafront would be best served by zoning different activities.

E1.1 Option 1 – Sectioning the seafront for different activities

Sectioning the seafront between certain groynes for different types of activity could give the seafront a better structure and draw people into areas of the seafront that might currently be underused. It could also aid user safety and give the seafront a better structure, making it more understandable for visitors, although it would restrict choice.

E1.2 Option 2 – Do not section seafront

Not sectioning the seafront for different activities would mean that activities could take place anywhere on the seafront and users would be able to choose which areas they would like to use.
E2  **Beach Huts**

6.48 Beach huts are a standard feature of British seaside beach resorts and are normally located on or next to the beach. The beach huts provide facilities associated with the use of the beach and seafront and increase usage of the beaches that they are adjacent to. This complements the cafés and stalls along the beach front to the benefit of the vitality of the seafront. However, in some cases they can obscure views of the sea from the promenade and have a detrimental effect on the setting of the seafront.

6.49 Permission has been granted for the siting of two terraces of 10 standard beach huts along the seafront adjacent to Fort Fun car park and these are expected to be installed over the summer of 2015.

6.50 The Seafront Local Plan should consider whether the further provision of beach huts would be of benefit to the seafront, or if the future provision should be restricted.

---

**E2.1 Option 1 – Restrict additional beach huts**

The provision of additional beach huts in areas where they are not currently provided should be restricted. However, the replacement of existing beach huts could be acceptable.

**E2.2 Option 2 – Allow additional beach huts**

The provision of additional beach huts in new locations would be encouraged in order to increase the amount of use of beaches that may currently be underused.

---

**Question 27:** Which approach to the location of seafront activities do you think is most appropriate?
6.51 The seafront is the ideal place for water-based activities to take place, and the popularity of facilities such as Spray Watersports opposite Fort Fun shows that there is demand if the right sorts of facilities are provided. However, there is the potential that water sports can conflict with other users of the seafront, especially those on the beach or swimming.

6.52 The Seafront Local Plan should consider whether additional water based activities and the related facilities should be encouraged or restricted.

**E3.1 Option 1 – Restrict additional water based activities**

Restricting the provision of facilities for additional water based activities could mean that the use of the sea in Eastbourne is limited to the current levels of activity, or even reduced in the future. This could reduce conflict between water based activities and other seafront activities.

**E3.2 Option 2 – Allow additional water based activities**

Allowing additional water based activities could prove a popular activity for the seafront that increases the amount of people using areas that may be under utilised at the moment, particularly from Treasure Island to Langney Point. Encouraging more water based activities is likely to require additional facilities on land, and may also include the provision of a public boat launch on the seafront.
E4 Use of the Beach

6.53 The beach is a significant part of the attraction of the seafront. Eastbourne’s beaches are made up of shingle, and therefore cannot have the same attraction as other beaches around the country that are sandy. However, this does not mean that they cannot be an attraction, and facilities could be provided as part of the beach to enhance their appeal. However, the beaches are important as a sea defence so any new facility would need to ensure that these defences are not compromised.

6.54 The Seafront Local Plan should consider the potential for new and additional facilities to be provided on the beaches in order to increase usage.

E4.1 Option 1 – Provide additional facilities to increase use of beaches

This option would involve investigating the possibility of providing additional facilities within the beaches to increase usage. One example of this could be to create a ‘sandy beach’ area consisting of sand rather than shingle to help increase usage and provide an opportunity for different activities to take place.

E4.2 Option 2 – No new additional facilities to beaches

This option would restrict new facilities on the beaches and leave them as they are.

Question 29: Which approach to the provision of water based activities do you think is most appropriate?

Question 30: Which approach to the use of the beach do you think is most appropriate?
F. Natural Environment

6.55 The seafront has a high quality natural environment that is valued by residents and visitors alike. The natural environment, particularly to the west of the Pier, is an outstanding feature for the seafront and helps to create a pleasant atmosphere at the foot of the Downs.

6.56 The beach below Helen Gardens and along the Holywell end of the Promenade is designated as a nationally important ‘Site of Special Scientific Interest’ because of its outstanding geological and geomorphological interest. This means that the area is legally protected from change that may harm its importance. There are also a number of other important landscapes right along the length of the seafront, and some natural habitats, both of which should be adequately protected from harm in order to strike a balance between nature and man in the seafront area.

F1 Landscape

6.57 The landscape is a very important element of the seafront and helps to give the seafront a unique feel. It is particularly impressive around the western end of the seafront where it links into the South Downs National Park.

6.58 The Landscape Character Assessment (2010) identifies four areas of landscape character within the Seafront Local Plan area. These are: the Holywell Ledge Rugged Coast; the Holywell Retreat Scarp Footslopes; the Wish Tower Smooth Coastal Strip; the Redoubt Smooth Coastal Strip; and the Sovereign Harbour Smooth Coastal Strip.

6.59 The Seafront Local Plan could consider how much protection should be given to the landscape, and whether or not seafront related development would be acceptable within areas of highest sensitivity.
**F1.1 Option 1 – Restrict development in areas of highest landscape sensitivity**

A blanket restriction on seafront related development in areas that are considered to be of the highest landscape sensitivity would mean that the landscapes are protected as they currently are.

**F1.2 Option 2 – Adopt a criteria-based policy that ensures conversation of landscape**

Allowing certain types of development in areas of high landscape sensitivity where certain criteria are met, such as there being sufficient landscape capacity, would ensure that the important elements of the landscape are protected whilst also allowing the enhancement of facilities and amenities for seafront users.

**Question 31:** Which approach to preserving the landscape do you think is most appropriate?

**F2 Nature Designations**

6.60 The seafront is home to many different types of flora and fauna, many of which are only found in seaside environments. It is important that these natural habitats are protected but a balance must also be struck between protection and change that will be beneficial to the seafront overall.

6.61 Currently, there are two locally designated Sites of Nature Conservation Interest in the seafront area: the

*Sovereign Park is an important natural habitat*
slopes surrounding the Italian Gardens and the nearby planted areas; and Sovereign Park near Langney Point. Sovereign Park is of interest owing to the special flora and fauna associated with the rare shingle habitat.

6.62 The Seafront Local Plan should consider the appropriate level of protection to be given to new and existing areas with nature conservation potential.

**F2.1 Option 1 – Review and identify additional areas with nature conservation interest**

A review of natural sites in the seafront area and potential designation as a ‘Site of Nature Conservation Interest’ for those areas that do have special features would allow additional areas of habitat to be protected from future development. It may be possible that some areas have sufficient importance to have a higher designation of a Local Nature Reserve.

**F2.2 Option 2 – Allow minor changes to existing locally designated sites where replacement habitat is made**

Where there are areas on the edges of locally designated sites that do not have particular significance, these areas could be lost to seafront related development if a replacement habitat is made elsewhere. This does not apply to the nationally designated Site of Special Scientific Interest.

**Question 32:** Which approach to nature conservation do you think is most appropriate?
**G. Built Environment**

6.63 The Seafront has a rich and varied history and this is represented by the buildings of different ages within the seafront area. Over half of the seafront is within a Conservation Area, which means that there are extra planning controls in these areas to protect the special architectural and historic interest. In addition, there are 71 Listed Buildings in the seafront area, which are buildings that have been judged to be of national importance in terms of their architectural or historic interest, as well as a number of areas of archaeological importance. It is important that the built environment continues to make a contribution to the overall look and feel of the seafront.

**G1 Use of Historic Buildings**

6.64 Historic buildings are an irreplaceable resource that should be conserved in a manner appropriate to their significance. The re-use of historic buildings for uses other than that for which they were designed can be a way of ensuring that the buildings remain relevant and well looked after, but it can mean that the historical significance of the building is lost to a certain extent.

6.65 The Seafront Local Plan should consider what approach should be taken in relation to the adaption and change of use of historic buildings that have lost their original purpose in order to ensure that they are protected.
G1.2 Option 2 – Allowing conversion of historic buildings on a case-by-case basis

Allowing the conversion of historic buildings may be appropriate in some situations but not all, and this could be decided on a case-by-case basis depending on the proposed use and the significance of the building, or the preservation of certain architectural or historic features.

G1.3 Option 3 – Encourage the re-use of historic buildings by allowing more flexible approach to uses

Historic buildings are most at risk from neglect by their owners, and allowing a more flexible approach to alternative uses for historic buildings will encourage owners to keep their assets in good order to protect these historic buildings. However, there is a possibility that certain changes will diminish the historical significant of the building.

Question 33: Which approach to the use of historic buildings do you think is most appropriate?

G2 Contribution to the Seafront

6.66 The built environment makes an important contribution to the look and feel of the seafront. Parts of the built environment are nationally recognised and protected through their designation as Conservation Areas or Listed Buildings, and other areas are locally designated such as Buildings of Local Interest or Areas of High Townscape Value. These designations restrict certain changes by placing extra protection in order to retain their historic or architectural value.

6.67 The Seafront Local Plan should consider the extent to which future change in the seafront area should be limited by further designations.

G2.1 Option 1 – Review and identify individual buildings that make a special contribution to the Seafront and provide policy for their protection

A review of individual buildings in the seafront area and designation as ‘Buildings of Local Interest’ for those buildings that make a special contribution to the Seafront would mean that the protection of these buildings becomes a material planning consideration when an application for change is submitted.
Policy Themes and Options

G2.2 Option 2 – Review and identify areas of townscape that make a special contribution to the Seafront and provide policy for their protection

A review of the townscape in the seafront area and designation of areas that make a special contribution to the seafront as ‘Areas of High Townscape Value’ means that the protection of the overall look and feel of these areas would become a material planning consideration when an application for change is submitted.

G2.3 Option 3 – Do not actively identify and protect any additional buildings or townscapes

Not actively identifying and protecting additional buildings or townscapes in the seafront area will allow more scope for change in the future, but may mean that some buildings with local significance are not adequately protected and potentially lost.

Question 34: Which approach to the enhancing the built environment’s contribution to the seafront do you think is most appropriate?

G3 Design of new facilities

6.68 The design of any new development in the seafront area is going to affect the overall look and feel of the area, and therefore how attractive it is to visitors. Therefore it is important that the design of new facilities, whether that be a new, modern style or a ‘pastiche’ style design reflecting a more Victorian feel, is consistent with the overall appearance of the seafront.

6.69 The Seafront Local Plan should consider how the overall design principles of new development best complements and makes a positive contribution to the seafront.

G3.1 Option 1 – Ensure that the design of new developments is consistent with existing buildings

Consistency in the design of new buildings could be provided by using similar colours and similar materials to the existing buildings within the character area that the development is proposed. For example, any new development on the seafront between the Wish Tower and the Pier could be expected to be consistent with the design and materials of the Bandstand. This would help to maintain the Victorian appearance of the seafront.
**G3.2 Option 2 – Allow new modern design that complements existing facilities**

Allowing new modern design within the seafront area would not necessarily be out of keeping as long as it reflects certain features of the existing buildings. This would allow the juxtaposition of new and old to create a new vibrant seafront appearance.

**Question 35:** Which approach to the design of new facilities do you think is most appropriate?
H. Community Uses

6.70 The seafront is an important community asset for the town, and it hosts many community uses and facilities. It hosts a number of facilities for local clubs, from fishing and angling clubs and bowling clubs, which are important elements of the seafront community.

6.71 The seafront also has extensive open spaces. There are 27 different parks, gardens and amenity spaces in the seafront area, which equates to over 43 hectares of space. Some of these open spaces, such as Princes Park and Five Acre Field, have been designated as ‘QEII’ fields and are therefore protected in perpetuity. Along with these open spaces, there are 82 hectares of beach and promenade, which is equivalent to 58 football pitches.

H1 Community Facilities

6.72 Currently there are a number of community facilities along the seafront, some of which perform very similar functions for different clubs and societies. In order to improve the quality of facilities for these community groups and to create space on the seafront for other uses, there may be potential to encourage community groups to come together into one single building by providing a new, high quality multi-use facility that will meet the needs of all community groups.

6.73 The Seafront Local Plan should consider whether community groups should be encouraged to combine into one single multi-use facility, or to continue to maintain their own separate community facilities.

H1.1 Option 1 – Maintain separate community facilities

A series of separate community facilities for groups could be maintained as per the current situation.

H1.2 Option 2 – Provide a new multi-use facility to allow community groups to combine

New multi-use community facilities could be provided that will allow community groups to use the same building. This will mean that the groups will be able to access much better facilities for a much lower cost. It will also mean that existing sites where community groups are located will become vacant, offering an opportunity for some additional seafront related development that will make a more significant contribution to the overall offer of the seafront.
H2. **Open Spaces**

6.74 A number of the open spaces along the seafront have been designated as ‘QEII Fields’, which means that they are protected from development in perpetuity. However, there are also a number of amenity spaces along and adjacent to the seafront that are not part of a park or garden and serve no specific purpose, although they do impact upon the setting of the seafront. The Seafront Local Plan should consider how these open spaces that are not under ‘QEII’ protection should be addressed.

**H2.1 Option 1 – Retain and protect existing open spaces**

The existing open spaces along the seafront could be retained and protected from future development.

**H2.2 Option 2 – Allow loss of open spaces if replacement provision is made**

The existing open spaces along the seafront could be developed for seafront-related activities if appropriate replacement provision is made. This option does not apply to any of the ‘QEII Fields’.

**Question 36:** Which approach to the provision of community facilities do you think is most appropriate?

**Question 37:** Which approach to the provision of open spaces do you think is most appropriate?
I. **Tourist Attractions and Facilities**

6.75 Eastbourne has a diverse range of tourist attractions with a particular strength in attractions that are unique to a traditional seaside resort (attractions such as the Pier, Bandstand and Carpet Gardens). Underpinning the main supply of attractions is a strong support market of secondary attractions (such as the Sovereign Centre, putting greens and boat trips).

6.76 The Visitor Research conducted in 2013 indicated that the areas for improvement from a tourist point of view are the provision of more ‘wet weather’ facilities, more cultural facilities and the provision of a water park. These were particularly important attractions for younger visitors, who are less well represented in terms of the current visitor market. However, it is also important that attractions and facilities cater for the existing market and that care is taken not to alienate existing visitors happy with the current offer.

I1 **Tourist Attractions**

6.77 The seafront is a key element of tourism to Eastbourne and tourism is very important to the local economy. Therefore, the seafront needs to ensure that it has an appropriate level of tourist attractions to complement the natural pull of the seaside to attract new tourists and keep existing visitors.

6.78 In order for tourist attractions to be appealing to visitors, they need to be provided in the right sort of format, and there will be implications in terms of who visits, how much space is taken up and how much they cost.

6.79 The Seafront Local Plan should consider what types of tourist attraction would be best for the seafront in order to continue to meet the needs of tourists, both day-tripper and overnight stays, whilst increasing the appeal of the seafront to people who might not usually consider Eastbourne as a holiday destination.

I1.1 **Option 1 – Concentrate mainly on provision of additional indoor tourist attractions**

Concentrating mainly on the provision of indoor attractions will help provide activities that can take place in bad
weather and the shoulder/winter months, which will help to extend the length of the tourist season. These facilities are likely to be more expensive and take up more space on the seafront.

**I1.2 Option 2 – Concentrate mainly on provision of additional outdoor tourist attractions**

Concentrating mainly on the provision of outdoor attractions will help complement the existing attractions and provide more reason for people to visit during the peak season. It is likely that such attractions would not be as expensive as indoor facilities, but would be less attractive in poor weather.

**I1.3 Option 3 – Provide a mix of additional indoor and outdoor tourist attractions**

Providing an equal mix of indoor and outdoor attractions will help to cater for different tourist needs, but this may mean that one facility may not be able to be of an appropriate scale in order to have a significant impact on attracting tourists to the town.

**Question 38:** Which approach to the type of tourist attractions do you think is most appropriate?

**I2 Tourism Demographic Focus**

6.80 Despite Eastbourne being stereotyped as ‘only for old people’, and although older visitors remain an important part of Eastbourne’s visitor market, they are by no means as dominant as might be expected. The largest proportion of visitors falls into the ‘middle aged’ group - four in ten are aged 35-54 years. However, only one third of visitors consist of families with children.

6.81 The Seafront Local Plan should consider whether to widen the appeal of the seafront and extend the target audience, possibly to the detriment of the existing market, or continue to cater for the existing market at the expense of different types of visitor.
I2.1 Option 1 – Provide facilities mainly aimed at children and families

The provision of facilities concentrated mainly towards children and families will help encourage these types of tourist to the town, who are currently not visiting to the same extent as other demographics. However, concentrating on facilities for families and children may discourage other sectors from visiting.

I2.2 Option 2 – Provide facilities mainly aimed at adults

The provision of facilities aimed mainly at adults will reinforce the town’s appeal to the sector of the market that currently visits most often. It is unlikely to help to widen the appeal of the seafront to different markets.

Question 39: Which approach to the focus of tourist attractions do you think is most appropriate?

I3 Scale of Attractions

6.82 It is important that the seafront has appropriate attractions in order to encourage tourists to visit. Such attractions could be provided as large scale tourist attractions or small scale tourist attractions. There will be implications on space, so it will not be possible to accommodate a number of large attractions, whilst there may be capacity for the seafront to hold a number of smaller attractions.
6.83 The Seafront Local Plan should consider on what scale new tourist attractions should be provided.

**I3.1 Option 1 – Develop a smaller number of larger multi-purpose facilities**

This option would involve the provision of a smaller number of large multi-purpose facilities. These would be focal points for tourist activity and concentrating activity within specific locations.

**I3.2 Option 2 – Develop a larger number of smaller single purpose facilities**

This option would involve creating a large number of smaller tourist attractions. These could be spread along the length of the seafront, bringing activity to a wider range of different areas.

**Question 40:** Which approach to the scale of tourist attractions do you think is most appropriate?

**Question 41:** Do you have any other comments or suggestions you wish to make on matters not covered by other questions this consultation?
7.0 What Happens Next

7.1 Once consultation on the Issues and Options Report has concluded in October 2015, we will consider all of the representations received and use them alongside evidence and other considerations to create and refine the policies that will be included in the draft Seafront Local Plan. This draft plan will contain the draft policies and proposals for the future of the seafront and will be subject to consultation for a 12 week period over the summer of 2016.

7.2 Once again, representations received during the summer 2016 consultation will be taken into account and changes made to the plan where relevant. Following this, a final draft of the plan (known as the Proposed Submission version) will be published for stakeholders to make representations on matters of soundness before it is submitted to Government for public examination in the spring of 2017. In this context sound means, according to the NPPF, that the plan is positively prepared, justified, effective and in line with national planning policy. If the Seafront Local Plan is found sound by the Inspector at the Public Examination, it is anticipated that it will be formally adopted in the early part of 2018.

7.3 The expected timetable for the production of the Seafront Local Plan is outlined in Figure 7.

<table>
<thead>
<tr>
<th>Stage</th>
<th>Timescale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consultation on Issues and Options Report</td>
<td>17 July – 9 October 2015</td>
</tr>
<tr>
<td>Publication of Draft Seafront Local Plan for Consultation</td>
<td>July – October 2016</td>
</tr>
<tr>
<td>Publication of Proposed Submission Seafront Local Plan for representation period</td>
<td>March – April 2017</td>
</tr>
<tr>
<td>Submission to Secretary of State</td>
<td>May 2017</td>
</tr>
<tr>
<td>Examination in Public</td>
<td>September 2017</td>
</tr>
<tr>
<td>Adoption</td>
<td>January 2018</td>
</tr>
</tbody>
</table>

7.4 As the Seafront Local Plan progresses through the process, the policies contained within it will gain more weight in the decision making process. This means that it can start to be used in the determination of planning application once it has passed the Proposed Submission stage. Once it has been adopted, the Seafront Local Plan will replace some of the policies in the Eastbourne Borough Plan 2001-2011 (saved 2007) and the Eastbourne Core Strategy Local Plan 2006-2027 (adopted 2013).
Appendices

Appendix 1: Glossary

**Area of High Townscape Value** - Areas outside the designated conservation area, having no statutory protection, but that the Council considers the quality of the built environment of sufficient local interest to merit recognition.

**Beach Hut** - A small, usually wooden or fibreglass box above the high tide mark on popular bathing beaches. They are generally used as a shelter from the sun or wind, changing into and out of swimming costumes and for the safe storing of some personal belongings.

**Building of Local Interest** - A building of local interest that contributes to the townscape of Eastbourne and included in a non-statutory list of buildings.

**Character Area** - An area where there is a distinct and recognisable pattern of elements that occur in terms of activity, appearance and feel of an area.

**Children’s play area** – a designated ‘dog free’ area containing play equipment designed for children.

**Combined Heat and Power** - A very efficient energy generation method whereby the waste heat from the energy generation process is captured and used for heating properties in an area.

**Community Facility** – a facility that is used by community groups to meet or host events

**Community Strategy** - A strategy prepared by a local authority to improve local quality of life and aspirations, under the Local Government Act 2000.

**Conservation Area** - An area of special architectural or historic interest, the character and appearance of which the Council aims to preserve or enhance.

**Core Strategy** – Adopted in 2013, this Local Plan sets out the long term strategic planning vision for Eastbourne to 2027.

**Corporate Plan** – Eastbourne Borough Council’s plan setting out the major place-shaping initiatives crucial to the future success of Eastbourne.
Day-trippers – a visitor who visits for the day and spends the night elsewhere


District Heating/District Heating Network – A system for distributing heat generated in a centralized location for residential and commercial use. Heat is typically piped with superheated water in a closed system. Examples: CHP systems and sometimes facilities that produce heat as a waste product may be used.

Duty to Co-operate – Local councils now have a duty to cooperate with their neighbouring councils and a set of prescribed bodies as defined by the Localism Act 2011 on planning issues that cross administrative boundaries, particularly those which relate to the strategic priorities.

Eastbourne Borough Plan 2001-2011 – Adopted in 2003, contains policies mainly related to development management. The policies were saved indefinitely in 2007, although some have since been deleted as a result of the adoption of other Local Plans.

Examination/Examination in Public (EIP) – The process for the independent assessment of the soundness of Local Plans. All Local Plans must be examined before an independent Planning Inspector, who will consider all representations made in writing or at a public inquiry. Following the examination the Inspector will report his/her findings to the Council.

Footfall – the number of people using an area in a given time

Infrastructure – Basic services necessary for development to take place, for example, roads, electricity, sewerage, water, education and health facilities

Landscape Character Assessment – A study undertaken in 2010 that analysed the character of the landscapes in Eastbourne and how they might be affected by development.

Listed Building – A building of special architectural or historic interest. Listed buildings are graded I, II* or II with grade I being the highest. Listing includes the interior as well as the exterior of the building, and any buildings or permanent structures (e.g. wells within its curtilage). English Heritage is responsible for designating buildings for listing in England.
Local Nature Reserve (LNR) - Non-statutory habitats of local significance designated by local authorities where protection and public understanding of nature conservation is encouraged.

Local Plan - The plan for the future development of the local area, drawn up by the local planning authority in consultation with the community. In law this is described as the development plan documents adopted under the Planning and Compulsory Purchase Act 2004.

Martello Tower – a small circular fort that was erected for defence purposes along the coast of Britain during the Napoleonic Wars

National Cycle Route - A national network of cycle routes mapped across the country.

Overnight stays – people who visit the town and stay overnight, either in tourist accommodation or with friends or family.

Promenade – the paved public walkway along the seafront

Public Realm - Those parts of a town (whether publicly or privately owned) available, for everyone to use. This includes streets, squares and parks.

QEII Field – An open space that has been identified as locally important as is therefore protected from development in perpetuity.

Renewable Energy - Includes energy for heating and cooling as well as generating electricity. Renewable energy covers those energy flows that occur naturally and repeatedly in the environment – from the wind, the fall of water, the movement of the oceans, from the sun and also from biomass and deep geothermal heat.

Representation - This is the term for objections, supports or comments relating to a local plan, received during public consultation.

Scheduled Monument - Nationally important monuments usually archaeological remains, that enjoy greater protection against inappropriate development through the Ancient Monuments and Archaeological Areas Act 1979.

Seafront Survey – A survey of seafront users undertaken over the summer of 2014 to better understand who uses the seafront, which areas they use, what they do and what they like and dislike about the seafront.

Site of Nature Conservation Importance - Locally important sites of nature conservation adopted by the local authority for planning purposes.
**Site of Special Scientific Interest** - A site designated by Natural England under the Wildlife and Countryside Act 1981 as an area of special interest by reason of any of its flora, fauna, geological or physiographical features.

**Shoulder months** - The months of the year at the beginning and end of the summer season. April, May, September and October are usually considered to be shoulder months.

**South Downs National Park** – An area of downland covering an area of 1,627 square kilometres (628 sq mi) that has been protected by National Park status since 2011. Although part of Eastbourne Borough Council’s administrative area is within the South Downs National Park, the planning jurisdiction in this area is held by the South Downs National Park Authority.

**Strategic Environmental Assessment (SEA)** – A procedure (set out in the Environmental Assessment of Plans and Programmes Regulations 2004) which requires the formal environmental assessment of certain plans and programmes which are likely to have significant effects on the environment.

**Sustainability Appraisal (SA)** – The assessment of the social, economic and environmental impacts of a Local Plan from the outset of the preparation process to allow decisions to be made that accord with sustainable development.

**Tourism** - The World Tourism Organisation’s definition of tourism is: ‘a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes’.

**Tourist Accommodation** - an establishment that has a room, or rooms, to rent for a fixed period generally no greater than three months. This accommodation is not the renter’s primary residence and the renter generally contributes to the revenue of the town, is not registered to vote in the town and is not a burden on local social services.

**Tourist Accommodation Study** - A study undertaken by Acorn Tourism Consulting Ltd in 2015 on behalf of Eastbourne Borough Council to better understand the up to date position in relation to the amount of tourist accommodation in the town, the need to retain existing accommodation and the need for new or improved accommodation in the town.

**Tourist Attraction** – a facility or activity that appeals to tourists and is a reason for them visiting the town.

**Visitor Research** – research undertaken in 2013 to better understand the visitor market for Eastbourne, why people come to Eastbourne, how satisfied they are with the resort and what improvements they would like to see.
**Water based activities** – activities that take place in water, usually the sea, such as boating, surfing, wind surfing and jet skiing.
Appendix 2: Tourist Accommodation Area