



Non-Technical Summary

Eastbourne's economy has been growing well over recent years. The number of jobs within Eastbourne is increasing, though these have tended to be in the lower paid sectors. These sectors (Residential Care, Health and Hospitality) are also expected to be the main growth areas of the economy over the coming years.

9,400



Jobs forecast to be created in Eastbourne between 2015 and 2035

Eastbourne Economic Development Needs Assessment (2017)

The number of people of working age in Eastbourne has also been increasing, but this trend may start to reverse in the future. Although wages in Eastbourne are higher than the East Sussex average, many people still travel outside of the area to access higher paid jobs.

Employment Spaces – There is a limited amount of land within Eastbourne that can be used for commercial use. We must ensure that land is available for commercial development to create the jobs that are required, and that this land is in the most suitable locations for businesses. Office space is being considered in the Town Centre, where it may be able to link with the other businesses and services provided, and at Sovereign Harbour, which could offer workers a better work/life balance. Offices are often converted to others things, which is one of the reasons there is a need for more.

Industrial-type businesses tend to be located within Eastbourne's industrial estates. However other types of business, such as supermarkets or retail outlets and shops, also sometimes want

to be located within industrial estates. If there are too many shops in an industrial estate, industrial types of business can feel that their location has become more like a retail park, which can force them out of the area, and we need to prevent this from happening.

There are smaller business estates within town, away from the larger industrial estates and within area dominated by housing. These are easier for people to get to, though often cause a nuisance for the people who live nearby. We need to consider whether or not these small employment areas should be protected.

There are also a number of shopping areas throughout the Borough. These are useful residents, as they are easily accessible, and contain a range of services. These places need to be protected, to ensure all of these useful shops are not turned into other uses.

The large retail parks in Eastbourne draw people away from the town centre, and are usually visited by car. Any large new development in one of these retail parks needs to show what that development will mean for the Town Centre, such as choosing instead to go there and not the Town Centre.

Over recent years, the Council has required larger developments to use local people to build and operate developments, which has resulted in the creation of jobs and training opportunities for younger people. This approach will continue in the future.

Town Centre – The Town Centre is the focus of the economy of Eastbourne. It contains most of the office space, and just under half of the retail space in the Borough. There are very few empty shops in the Town Centre, and it has recently received a large investment with the development of the Beacon Centre.



Private investment into an extension to the Beacon Shopping Centre

As more people shop on-line, Town Centres are becoming places where people go for experiences (cinemas, restaurants) rather than just for shopping. We need to consider how we treat this change, for example by deciding if certain areas should only have shops, or if they should accommodate a wider variety of uses that may attract more people to town. There are also some more opportunities to have more people living in the Town Centre. Normally, new homes in the Town Centre are away from the busiest areas; however some busy areas may be suitable. Also, the Town Centre would be the most appropriate location for taller buildings, but the impact of these need to be taken into account. Another area of consideration in Town Centre is the extent to which areas should be pedestrianised. With fewer cars in the Town Centre, it may be a more attractive location for people to visit.



260,000 People are within the catchment of Eastbourne Town Centre

Eastbourne Economic Development Needs Assessment (2017)

Tourism – This is a vital to Eastbourne, as many jobs rely on it. Eastbourne benefits most when the tourists stay the night, as they spend more money. The hotels along the seafront are

important in maintaining the look and feel of Eastbourne as a destination for tourists.



Tourism Related Jobs

Tourism South East - The Economic Impact of Tourism in Eastbourne (2017)

Currently Eastbourne has lots of 2 and 3 star accommodation, some of which is not up to the standards that a lot of tourists expect. This could mean that they can unable to make money and are more likely to change to houses. An area along the seafront has been set aside specifically for hotels, to try and maintain the seafront as it is now. However, this could mean that there are many more hotels being kept that required, and we need to consider how much protection hotels should be given.

5.1 million Visitors in 2017...



...worth £465 million to the local economy

Tourism South East - The Economic Impact of Tourism in Eastbourne (2017)

Lots of people visit Eastbourne to go to the seafront. We need to consider whether specific areas, both on the seafront and elsewhere, should to be set aside for things that tourists need or would enjoy.