
NON EXEMPT

HAVANT BOROUGH COUNCIL

CABINET

02 March 2022

Hayling Island Seafront Strategy – Regeneration Ambition - Update

FOR DECISION

Portfolio Holder: Cllr Clare Satchwell, Cabinet Lead for Planning, Hayling Seafront Strategy and Coastal Management

Key Decision: YES

Report Number: HBC/046/2022

1 Purpose

- 1.1 This paper provides Cabinet with an update on work underway to develop a Hayling Island Seafront Strategy. It asks Cabinet to note progress made since the previous paper to Cabinet on 8th September 2021.
- 1.2 This paper further seeks that Cabinet endorse the Ambition document for Hayling Island Seafront, following a programme of engagement with a range of stakeholders. Cabinet are also asked to agree the next steps, which include the evolution of a brand for Hayling Island Seafront and a high-level delivery plan.

2 Recommendation

- 2.1 Members are recommended:
- (i) To note the update on work underway to develop a Hayling Island Seafront Strategy.
 - (ii) To note the update on the engagement programme
 - (iii) Endorse the revised ambition document for Hayling Island Seafront to provide a framework for the wider Seafront Strategy and direct the Hayling Island Seafront Regeneration Programme.
 - (iv) Endorse the work done to develop a brand for Hayling Island Seafront and agree next steps
 - (v) Agree the high-level delivery plan which will form the basis for the Hayling Island Seafront Regeneration Programme.

3 Executive Summary

- 3.1 In September 2021, Cabinet were updated on work underway to develop a Hayling Island Seafront Strategy. Working with a wide range of stakeholders and strategic partners, the Council established its wish to deliver an ambitious but deliverable plan for Hayling Island seafront, ensuring stronger coordination between the management, protection and enhancement of the seafront, all set within a framework for regeneration. Much work has progressed and is outlined within the report.
- 3.2 In order to establish a framework for regeneration, Cabinet were asked to endorse a draft ambition document to enable stakeholder engagement and consultation. The draft ambition set out a framework for the future of the seafront including enhancement of the range and quality of attractions and improvements to the environmental quality and urban design of the seafront. Extensive consultation and engagement have taken place over the last few months and views sought on the ambition and updated accordingly. The council received over 650 responses to the engagement programme through a variety of channels. The Cabinet are now asked to endorse the Ambition Document to provide a framework for the wider Seafront Strategy and direct the Hayling Island Seafront Regeneration Programme.
- 3.3 In parallel, Cabinet were also asked to approve the development of a new brand for Hayling Island Seafront. Development of a brand will support work to articulate the ambition and improve the perception of the seafront to visitors and potential investors. This paper provides an update on that work and seeks Cabinet approval to the work to date and further development of a brand for the seafront.

4 Additional Budgetary Implications

- 4.1 None directly arising from this report. All work will be done within existing budgets or with the benefit of external funding. Where additional funding is required, this will be the subject of separate business cases brought to Cabinet for consideration and approval.

As part of the project documentation for each project above, a budget plan will be produced. As the projects are refined, the work will be scoped further to give a more accurate picture of potential costs and budget requirements.

Budgets will be monitored closely to ensure there is sufficient funding and where required, the work will be phased, and appropriate programme management arrangements will be in place to ensure it can be delivered within the approved budgets

5 Background and relationship to Corporate Strategy and/or Business Plans

Emerging Hayling Island Seafront Strategy

- 5.1 Hayling Island Seafront Strategy – Developing a Regeneration Ambition was presented to Cabinet on the 8th September 2021. This paper established the Council's wish to work with a wide range of stakeholders and strategic partners to deliver an ambitious but deliverable plan for the seafront. The new approach will ensure stronger coordination between the management, protection and enhancement of the seafront, all within a framework for regeneration.
- 5.2 The Strategy is likely to cover matters including the Council's approach with regards to coastal and shoreline management, operational management of assets and key infrastructure, how it meets its statutory and mandatory obligations with regards environmental and coastal protection, as well as how it can best achieve its aspirations for regeneration and economic growth.
- 5.3 Work has progressed since September 2021 and is outlined in Appendix 1. The Seafront Strategy continues to develop, and an update will be brought to Cabinet at a future date.

A Draft Ambition for Hayling Island Seafront - Engagement Programme

- 5.4 A key element of a new strategy for Hayling Island Seafront is the Council's aspirations for regenerating the seafront. A new draft ambition document was endorsed by the Cabinet in September 2021, to enable delivery of a programme of stakeholder engagement and consultation.
- 5.5 Public engagement on the draft ambition document commenced on the 18th October 2021 until the 28th November 2021. Respondents were asked for their views on the draft ambition document for Hayling Island seafront. However, any comments received were noted and recorded immediately following Cabinet on 8th September 2021.
- 5.6 The engagement programme covered online, printed and face-to-face channels to inform, engage and capture from a wide group of stakeholders including residents, businesses, visitors, works, organisations and campaign groups. The approach followed the engagement framework which was agreed at Cabinet on the 8th September 2021.
- 5.7 The council received over 650 responses to the engagement programme through a variety of channels. A full outline of the Engagement programme is within Appendix 2. Table 1 below outlines a summary of the approach taken.

Table 1

Method	Outline	Response
Online survey	The online survey consisted of open and closed questions to gather views towards the draft ambition document. Paper copies were made available at engagement events and provided on request.	266 responses were received
Online mapping tool	This allowed respondents to submit comments in relation to certain geographical locations.	74 responses were received via the online mapping tool.
Emails and letters	Individuals and stakeholders could submit emails or letters to a dedicated email address or to send hard copy letters	63 emails and letters were received.
Exhibition events.	Two events were held at Hayling Island Community Centre on: <ul style="list-style-type: none"> - 11th November 2021 (14:00 – 17:30) - 13 November 2021 (10:00 – 13:00) Materials were displayed at each session. Members of the team were on hand to answer any questions, address concerns, discuss the draft ambitions and receive feedback from attendees	Officers engaged with over 280 attendees
Schools Events	Two school sessions were held. Hayling College (Year 7-11) and Mill Rythe Infants (Year R-2)	28 young people gave their views
Strategic Stakeholders	The approach taken was informal and based on future working and developing effective ongoing partnerships. Stakeholders have been engaged or have meetings set up in the coming months. This list of stakeholders will evolve through the next stages of work.	These include Hampshire County Council, Natural England, Inn on the Beach, Hayling Island Golf Club.

5.8 The engagement programme was promoted through a variety of communications channels: press releases; social media posts, Gov Direct bulletin, email to key stakeholders, email to Hayling Island businesses, four-page article in the Hayling Herald newspaper, posters, Hampshire Live News, Portsmouth Newspaper article, Radio Solent Breakfast show and South Today.

- 5.9 The engagement programme concluded that people could see the value of the draft ambition document and see how it can help to shape future of the seafront, however there were a number of key issues that were raised on the barriers to delivering the ambition. Residents were rightly clear on what matters most to them. These areas of importance or concern have been considered and now been integrated into a revised ambition document, wherever possible.
- 5.10 This paper seeks endorsement of the revised ambition document, Appendix 3, which will then act as a framework for the wider Seafront Strategy and to direct the Hayling Island Seafront Regeneration Programme. It should be noted that it is intended to evolve through more detailed delivery and phasing plans and will evolve through further engagement with residents and stakeholders.
- 5.11 In terms of a Hayling Island Seafront Regeneration Programme, a high-level implementation plan has been developed to establish priority projects and intervention. This is set out in appendix 4. In terms of the Council's broad approach and in line with the broader Regeneration & Economy Strategy, the Council will:
- i. **Lead** and drive at pace the delivery of the Ambition of Hayling Island Seafront Strategy.
 - ii. **Promote**, influence, lobby and advocate our strategic priorities in partnership with public and private sector stakeholders such as to deal with issues such as transport and water quality.
 - iii. Seek opportunities to **directly deliver** projects to address market failure and act as a catalyst for change to stimulate private sector investment.
 - iv. Make best use of its own **land and assets** to directly deliver projects or generate income
 - v. **Funding** – take a fresh and innovative approach to funding the delivery of the strategy. This will include: **Bidding** for resources to secure funding from national (Department for Levelling Up, Housing and Communities) and regional (Solent Local Enterprise Partnership and Hampshire County Council) public investment opportunities.
 - vi. Continue to build **strong relationships** with other stakeholders and public agencies to ensure that the best opportunities for funding and other implementation opportunities are achieved

Hayling Island Seafront Branding

- 5.12 Development of a new brand for Hayling Island Seafront was identified as an early priority. The first step was the development of a colour palette and font. This was used for all engagement programme materials and whilst no views were specifically sought on the colours, they appeared widely accepted with no negative reactions.

5.13 The cabinet are asked to endorse that:

- i. The colours and font listed in appendix 5 as the first stage of establishing a new brand for Hayling Island Seafront and opportunities identified for using these across council services on the seafront are developed
- ii. That the communications team can evolve the branding to ensure a brand exists for Hayling Island Seafront, which will articulate the ambition and improve the perception of the seafront to visitors and potential investors.

Relationship to Corporate Strategy

5.14 The development of the Hayling Island Seafront Strategy, the ambition document and subsequent delivery programme strongly align with all themes as set out in Corporate Strategy 2022-25.

- **Theme 1 - An environmentally aware and cleaner Borough:** the Regeneration Strategy and Ambition for Hayling Island Seafront will align to aspirations for a cleaner, greener borough with projects targeting low or zero carbon where appropriate. A large area of the Seafront is designated as a SSSI and the ambition document seeks to have a focus on protecting and enhancing its natural environment. The Seafront ambition intends to promote the creation of environmental initiatives such as plastic-free. Opportunities for active and sustainable travel will be promoted.
- **Theme 2 - A safe environment, healthier and more active residents:** the Regeneration Strategy and Ambition for Hayling Island Seafront and any programme and projects delivered will seek to create places that are safe, that encourage healthy and active lifestyles and that support positive place-making for residents. This will include better connectivity through improved public realm and wayfinding to improve active travel. The proposed vision has 'happy and healthy' at its heart.
- **Theme 3 - A thriving local economy:** both the wider Hayling Island Seafront Strategy and the regeneration ambitions will drive economic growth, through positive place-making and regeneration, with a particular focus on the visitor economy.
- **Theme 4: A revitalised borough with infrastructure that meets our ambitions:** the Ambition for Hayling Island Seafront programme and projects will seek to deliver infrastructure (either directly or via partners) that will support the regeneration aspirations for the Council and have potential to deliver many of the broader objectives as set out in the Corporate Strategy.
- **Theme 5: A responsive and commercial Council:** the Ambition for Hayling Island Seafront will align to the Council's Financial Strategy and seek to create opportunities for income generation. A likely objective of the Hayling Island Seafront Strategy will be to create a self-sustaining place.

- **Theme 6: A quality home for all:** The Ambition for Hayling Island Seafront will support opportunities for housing delivery, focussing on both quality and mix to ensure residents' needs are met and the regeneration aspirations realised.

- 5.15 The work outlined in this paper aligns and seeks to deliver and further develop the work as set out in the adopted Regeneration Strategy – Opportunity Havant (November 2018) and the proposed refreshed Regeneration Strategy (March 2022). Hayling Island Seafront is identified as one of the priorities of the Regeneration & Economy Strategy. The Strategy recognises the unique character of the seafront and its potential to be enhanced, both in terms of the built and natural environment.
- 5.16 This work will also seek to align and complement work being undertaken on the emerging Hayling Island Coastal Management Strategy 2120 and work underway to develop a Flood and Coastal Erosion Risk Management (FCERM) Strategy for Hayling Island.
- 5.17 The work also aligns closely to and seeks to support delivery of the (existing and emerging) Havant Borough Council Local Plan (Emerging Policy KP3 Hayling Island Regeneration).
- 5.18 This work will support the ambitions and priorities set out in the Council's recently adopted Climate Change and Environment Strategy. The Ambition document has a focus on the natural environment and seek to enhance and protect what makes Hayling Island coastal landscape unique. The council will strive to secure low carbon schemes where possible. There will be a focus on enhancing active travel routes to support not only climate change objectives but support health and wellbeing. As work progresses, other opportunities for aligning to the strategy will be identified, with the potential for additional electric vehicle charging points and other similar initiatives being explored.

6 Options Considered

- 6.1 *Do nothing* – Without a clear regeneration ambition for the seafront, opportunities will be lost to enhance the infrastructure, facilities and the economy. Including supporting delivery of the Emerging Local Plan Policy KP3. Short term decisions may be made which may lose the strategic opportunity to enhance the seafront offer and upgrade the seafront's infrastructure.

7 Resource Implications

Financial Implications

- 7.1 Costs will met by existing staffing budgets or other successful grant funding bids. Where additional specialist support or advice is required, the cost of this will be met within existing budgets or with the benefit of external funding.
- 7.2 Further as the projects are developed, any future costs (capital and revenue) associated with the delivery of those projects will be considered in detail as part of further business cases and any None arising from this report. Information Governance will be considered at detailed project level and managed appropriately and in accordance with regulations and guidelines decisions to proceed with those projects will enable the financial implications to be considered in detail by Cabinet or Council, as appropriate.

Section 151 Officer comments

1st February 2022

There are no additional financial implication as a result of this report. Any proposed further expenditure arising from the current work will be the subject of future reports to members.

Matthew Tiller
Head of Finance (Deputy Section 151 Officer)

Human Resources Implications

- 7.3 None. All work will be done in-house or by consultants funded within existing budgets.

Information Governance Implications

- 7.4 None arising from this report. Information Governance will be considered at detailed project level and managed appropriately and in accordance with regulations and guidelines

Links to Shaping our Future Programme

- 7.5 This work forms part of the wider work programme to support the Regeneration & Economy Strategy. The strategy aligns strongly to the Shaping Our Future Programme and will directly support the ambition to transform the Council to better serve its residents, businesses and places The ambition is to make Hayling Island Seafront a vibrant and

sustainable place with sustained economic prosperity, with further inward investment and strong partnership working. This directly links to and supports the ambitions set out in the Shaping Our Future Programme

Shaping our Future Lead comments

Date: 3 February 2022

This meets the ambitions of the Council's Corporate Strategy

Kim Sawyer
Chief Operating Officer

Other resource implications

7.6 None.

8 Legal Implications

8.1 Approval of the recommendations in this report may require the engagement of external consultants and contractors, which will need to be undertaken in accordance with Contract Standing Orders. The terms of the agreements will need to reflect the conditions of any grant funding.

8.2 The process of awarding concessions must be undertaken in accordance with Contract Standing Orders.

(James Paterson 14th December 2021)

Monitoring Officer comments

Date: 03/02/2022

The recommendations made in this report and the content which underpins them are consistent with the Council's ambitions under its Corporate Strategy.

Other than those appearing above, there are no current legal implications although these may arise and will need to be assessed as proposals develop

Mark Watkins, Deputy Monitoring Officer

9 Risks

- 9.1 All risks will be considered and managed at programme and project level. However, it is recognised that there will inevitably be a series of risks associated with each of the projects and these are likely to fall into the following categories.
- Financial – risk of budget overspend and financial impact on Council.
 - Legal – any legal risks arising from contractual obligations or liabilities.
 - Quality – risks associated with non-delivery of objectives of the programme and lack of quality.
 - Reputational – risk to the Council's in terms of relationships and reputation.
- 9.2 These risks will be identified and considered in detail at project level. Risk registers will be created as part of the programme management

10 Consultation

- 10.1 Engagement and consultation with local residents, businesses and a wide range of key strategic stakeholders has formed the outputs of this report. Moving forward, engagement and consultation will be important to ensure stakeholder buy-in and to get the best outcomes for the local community. As part of the borough wide regeneration programme, a bespoke engagement and consultation approach will be developed for each of the spatial priority areas, including Hayling Island Seafront. Engagement will be embedded in the new governance and working arrangements as the programmes of work develop.

11 Communication

- 11.1 Communications with local residents, businesses and key partners will also be important and a variety of methods will be used to keep people updated and communicate key messages. This will include updates via the broader regeneration programme website (www.havewithhavant.co.uk) as well as dedicated pages on the Council website (www.havant.gov.uk/hayling-island-seafront), social media channels and other methods as appropriate. Residents can also sign up for GovDelivery updates on Hayling Island Regeneration
- 11.2 A Communications Plan will be developed by the Council's communication teams and will be a whole Council plan to ensure coordination across the various services. This will link closely with the Havant Regeneration Programme.

12 Appendices

Appendix 1: Emerging Hayling Island Seafront Strategy – Progress

Appendix 2: A Draft Ambition for Hayling Island Seafront Consultation and Engagement Report – December 2021

Appendix 3: Revised ‘An Ambition for Hayling Island Seafront’ (Draft – still being revised)

Appendix 4: Hayling Island Seafront Regeneration Programme - High-level implementation plan

Appendix 5: Hayling Island Seafront Colour and Font

13 Background Papers

Hayling Seafront Strategy – Developing a Regeneration Ambition
Cabinet Report 8th September 2021

<https://havant.moderngov.co.uk/documents/s39015/050821%20-%20HS%20Cabinet%20Paperfinal.pdf>

Havant Regeneration Strategy -

<https://cdn.havant.gov.uk/public/documents/Have%20opportunity%20with%20Havant%20update%20March%202019.pdf>

Hayling Island Coastal Management Strategy 2120/Flood and Coastal Erosion Risk Management (FCERM)

<https://coastalpartners.org.uk/project/hayling-island-coastal-management-strategy-2120/>

Agreed and signed off by:

Monitoring Officer: 3rd February 2022

S151 Officer: 1st February 2022

Director: 19th January 2022

Portfolio Holder: 1st February 2022

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