

EASTBOURNE

Seafront Strategy 2050



Phases 1-3

A **seafront** for
every generation

Phase 1: 2025–2027 Short term strategy

Focus: Scoping, feasibility, early infrastructure, and funding exploration

| Deliverable | Description | Lead Partner | Potential Funding Source | Success Measures |
|---|---|---------------------------------|---|--|
| Redoubt Scoping & Funding Bid | Direct funding bid for transformation | EBC | National Lottery Heritage Fund | Funding secured, project plan |
| Establish Bandstand Task Force | Create governance structure to oversee Bandstand restoration and funding strategy | Council/Bandstand Task Force | National Lottery Heritage Fund, Arts Council England, Event Sponsorship | Board established, governance framework approved, phased restoration plan in place, engagement with Environment Agency initiated |
| Fisherman's Green Scoping | Scoping and engagement with site users; explore CIC model | EBC, Current tenants and groups | Plan for Neighbourhood Sport England | Shared vision, Draft masterplan funding roadmap |
| Sovereign Centre Funding Exploration | Explore funding options for redevelopment | EBC, GLL | Department for Culture, Media and Sport. | Funding strategy developed |
| Accessible Beach | Beach matting, wheelchairs, signage | EBC, Accessibility Charities | EA Coastal Management Scheme | Accessibility audits, user satisfaction |
| Children's Activity Trail | Play sculptures and walking routes | EBC, Community Groups | EA Coastal Management Scheme | Trail usage, school engagement |
| Investment in Nature | Biodiversity zones, planting, interpretation boards | EBC, Environmental NGOs | EA Coastal Management Scheme | Biodiversity indicators, public awareness |
| Improved Cycling & Walking Infrastructure | Wayfinding, electric charging, parking restrictions | EBC, Sustrans | Active Travel Fund | Cycle counts, pedestrian satisfaction |
| Heritage Trails | Digital and physical interpretation routes | EBC, Heritage Groups | Heritage Lottery Fund | Visitor numbers, trail usage |
| Safety Enhancements | Under-pier improvements | EBC, Sussex Police | Sussex Police Crime Commissioner | User perception, safety reports |
| Digital Infrastructure (Initial) | WiFi and smart signage rollout | EBC, Tech Partners | National Funding Pots | Connectivity coverage, app downloads |

We need a bigger skatepark, with a café for us to get a drink
Year 7 pupil

Phase 2: 2027–2037 Medium term strategy

Focus: CIC creation, cultural activation, medium-term development

| Deliverable | Description | Lead Partner | Potential Funding Source | Success Measures |
|---|--|---|--|--|
| Redoubt Design and Planning | Develop detailed plans and secure permissions | Relevant successor authority | National Lottery Heritage Fund | Planning approval, stakeholder engagement |
| Bandstand Task Force and Potential CIC Formation and Design | Formalise governance structure. Design development alongside Environmental Agency | Relevant successor authority, Bandstand Executive Board | National Lottery Heritage Fund, Heritage Revival Funding | Confirmation from EA of longevity of site |
| Fisherman's Green - CIC Formation & Design | CIC formation and design. Secure funding and planning permissions | Relevant successor authority, Current tenants and groups of Fisherman's Green | Community Infrastructure Levy | Planning approval, community ownership |
| Sovereign Centre Design and Planning | Concept development and planning submission | Relevant successor authority | Sports England | Concept development and securing of funding |
| Bandstand Programming & Events Activation | Launch of large-scale festivals and reimagined programming at the Bandstand and outdoor spaces, aligned with "Seafront for Every Generation" | Relevant successor authority, Bandstand Executive Board, Tourism Team | Arts Council England, Event Sponsorship | Event attendance, media coverage, community feedback |
| Offerings for Families | Picnic zones, water play, shaded seating | Relevant successor authority, Friends of Eastbourne Seafront | Community Infrastructure Levy | Family attendance, satisfaction surveys |
| Coastal Education Programme | Develop digital and physical resources for schools to promote coastal stewardship | Relevant successor authority, Local Schools, EA | EA Coastal Management Scheme, Local Grants | School engagement, resource usage, student feedback |
| Public Art & Cultural Programming | Sculpture trail, murals, seasonal events | Relevant successor authority, Arts Council | Arts Council England | Event attendance, media coverage |
| Dedicated Culture Spaces | Lettable creative units | Relevant successor authority, Arts Council | Arts Council England, EA Investment Plan | Occupancy rates, creative output |
| All-Season Business Activation | Heated seating areas, winter events, year-round kiosks | Relevant successor authority, Seafront Stakeholder Group | TBD | Business occupancy, seasonal footfall |
| Accessible Promenade & Beach Access | Widened pathways, improved beach access | Relevant successor authority, Accessibility Charities | EA Coastal Management Scheme | Accessibility audits, facility usage |
| Digital Infrastructure (Full Rollout) | Heritage apps and full WiFi coverage | Relevant successor authority, Tech Partners | Digital Infrastructure Fund | App downloads, user engagement, Wi-Fi uptime, user satisfaction, business participation. |

Phase 3: 2037–2050

Focus: CIC creation, cultural activation, medium-term development

| Deliverable | Description | Lead Partner | Potential Funding Source | Success Measures |
|---|--|--|--|--|
| Redoubt Destination Delivery | Full transformation into cultural/heritage venue | Relevant successor authority | National Lottery Heritage Fund | Visitor numbers, cultural programming |
| Bandstand Delivery | CIC-led improvements and programming | Bandstand CIC | National Lottery Heritage Fund | Community use, financial sustainability, number of events delivered, intergenerational engagement, diversity of programming. |
| Fisherman's Green Centre of excellence delivery | Build and launch Centre of Excellence | Fisherman's Green CIC | CIC or Community Led Group | Increased Membership, financial sustainability and regional recognition |
| Sovereign Centre Delivery | Redevelopment and activation | Relevant successor authority | Sports England | Facility usage, economic uplift |
| Sandy Beach Integration | Delivered with EA flood defence works | Relevant successor authority, Environment Agency | In partnership with local choice funding | Beach usage, environmental compliance |
| Improved Cycling & Walking Long-Term Plan | Dedicated cycle lanes, promenade redesign | Relevant successor authority | EA Coastal Management Scheme | Cycle counts, pedestrian satisfaction |

We need some better bins so people clean up after themselves and not get plastic into the sea, one of those huge fish shaped ones would be good.

Megan aged 14