

EASTBOURNE TOWN BOARD

Eastbourne Town Board Full Board Meeting #6

11 April 2025 at 14.00hrs
Teams

Present:

Josh Babarinde MP (JB)	Member of Parliament for Eastbourne
Catherine Clifford (CC)	Board Member
Cllr Penny DiCara (PD)	East Sussex County Council
Mark Evans (ME)	Sussex Police, District Commander
Richard Garland (RG)	Board Member, Chair
Cllr Stephen Holt (SH)	Eastbourne Borough Council
Mark Holland (MH)	Board Member
Duncan Kerr (DK)	Board Member
Loretta Lock (LL)	Board Member
Scott Marshall (SM)	Marshall Regen (Economic Strategy)
Ben Mayer (BM)	Eastbourne Borough Council
Lisa Rawlinson (LR)	Eastbourne Borough Council
Joanne Rogers (JR)	Board Member
Bryn Mabey (BM)	Eastbourne Borough Council
Jim Mathieson (JM)	Board Member
Dr Yusuf Samiullah OBE (YS)	Board Member
Sarah Tye (ST)	Eastbourne Borough Council (Seafront Strategy)
David Wakefield (DW)	Board Member
Nicola Walker (NW)	Sussex PCC

Apologies & Distribution:

Cllr Margaret Bannister (MB)	East Sussex County Council
Alex Benham (AB)	East Sussex County Council
Katy Bourne (KB)	Sussex PCC
Alan Elder (AE)	EBS Consulting
Jessica Lelliott (JL)	East Sussex County Council (Transport SE)
Simon Morris (SM)	Sussex PCC (on behalf of Katy Bourne)
Anna Salmon (AS)	Eastbourne Borough Council
Becky Shaw (BS)	East Sussex County Council
Mark Streater (MS)	Sussex PCC

Meeting Notes and Actions

1. Welcome, Apologies and Introductions

RG welcomed the group to the meeting.

2. Interests of Members (Conflicts of interests)

No conflicts of interest were declared.

3. Meeting Purpose

To discuss updates on the Eastbourne Neighbourhood Board's governance, funding, and key initiatives including economic strategy, seafront strategy, and communications plans.

4. Key Takeaways

- The Board must finalise membership and boundary by April 22nd; there is a proposal to expand the boundary to include Sovereign Harbour, Eastbourne Park and other green spaces, the downs and seafront and potentially parts of Willingdon so as to incorporate Willingdon School.
- £450,000 in capacity funding will be available; proposed allocations include economic strategy, seafront strategy, and communications initiatives.
- Economic strategy development is underway, led by Marshall Regen consultants, with a draft due in June.
- The seafront strategy consultation has been completed; an additional £10,000 in funding is requested for the next phases. ST to provide details of the Eol to be prepared.
- Communications plans include developing a new website, creating a podcast series, and implementing a coordinated engagement timeline.

5. Governance Update

- The programme has new goals: thriving places, stronger communities, and taking back control.
- A partnership approach with the Council and MP is now emphasised.
- The Board will be the decision-making body, with the community holding the Board accountable.
- Membership and boundary must be finalised by April 22nd.
- There is a proposal to expand the boundary to include Sovereign Harbour, central green spaces, and potentially parts of Willingdon (exact boundaries to be defined and agreed with JB).

6. Funding Overview

- A total of £450,000 in capacity funding will have been made available once the governance submission has been made by 22nd April.
- £57,000 has been spent/allocated to date on consultants, seafront strategy, and economic strategy.
- Proposed allocations include funding for website/branding, community engagement, strategies/masterplans, and funding community partners to lead on engagement.
- The main investment fund of approximately £20 million will be released from Spring 2026.

7. Economic Strategy

- Marshall Regen consultants have been commissioned to develop the strategy.
- Three deliverables are planned: an evidence base (due in May), a draft strategy (due in June), and the final strategy (due in July).
- Consultation will include workshops and one-to-one meetings with key stakeholders.
- An additional £4,300 has been proposed for expanded consultation.
- A business questionnaire by the Board is being developed to gather local economic data.

8. Seafront Strategy

- A summer 2024 consultation was completed, yielding 2,210 survey responses and involving 6 workshops.
- Key findings include: 69% of respondents visit weekly, with top activities being walking, relaxing, and attending events.

- Five themes were identified: heritage, culture, tourism, health/leisure, and safety/inclusivity.
- An additional £10,000 in funding has been requested: £3,000 for final consultation and £7,000 for heritage bid development.
- The strategy aims for an initial £250,000 heritage bid, with potential for £10 million long-term funding.

9. Communications & Engagement

- There is a proposal to merge the communications and engagement working groups.
- Plans are in place to develop a new website, separate from the webpage on the EBC site.
- A podcast series has been proposed to highlight positive local stories and board initiatives.
- A coordinated engagement timeline has been developed through the end of 2025.
- The citizen questionnaire is being updated to reflect the new Board focus areas.
- A comms plan was discussed and will be developed further to track activities and progress.

10. Next Steps

- Finalise and submit Board membership and boundary details by April 22nd.
- Develop a detailed proposal for capacity funding allocation.
- Continue progress on economic strategy development and consultation.
- Review the details of the seafront strategy funding request.
- Distribute the business questionnaire to support the economic strategy.
- Advance website development and podcast pilot plans.
- Distribute the updated citizen questionnaire.
- Schedule the next Board meetings (proposed dates have been shared).
- Develop the comms strategy and begin capacity building.
- Approach the New Citizen Project for guidance and assistance.

The next meetings are scheduled for:

4th July 2025 (Summer) – strategy, engagement and comms progress.

5th September 2025 (Autumn) – regeneration plan and vision review.

9th January 2026 (Winter) – MHCLG and community feedback, funding request progress.

10th April (Spring) – funding programme launch.

Actions

Ref	Action	Status	Owner	Date
1.00	Finalise and submit Board membership and boundary details by April 22nd.	Completed	RG/LR	22/04
2.00	Engagement group to develop a detailed proposal for capacity funding allocation.	See slide pack 11 April 2025 for initial list.	Engage	16/05
3.00	Continue to support progress on economic strategy development and consultation.	On-going. SM will put together a working group to assist with priorities.	RG/LR/JR	19/05
4.00	Review the details of the seafront strategy funding request.	ST to provide details of the aim of the requested funding for board to consider.	ST	16/05
5.00	Amend and launch the business questionnaire to support the economic strategy. Run for 2 months.	Amend in line with SM suggestions and working group review. Look to pilot with Board and then launch	RG/JR	16/05

		using Chamber/ EDEAL network.		
6.00	Advance website development plans. This should include a brand for the NB.	Prepare a brief for a website designer and seek costs.	JM	02/05
7.00	Advance podcast pilot plans.	Prepare formal costs for initial podcast and Board approval.	DW	02/05
8.00	Distribute the updated citizen questionnaire. Run for 2 months.	Working group to agree final questionnaire, including context and launch as comms plan.	Comms/ Engage	23/05
9.00	Develop the comms strategy and begin capacity building.	Working group to develop comms plan, allocate costs and actions.	Comms	23/05
10.00	Approach the New Citizen Project for guidance and assistance.	JB to establish contact.	JB	16/05
11.00	RG to contact Chamber, Eastbourne Education Business Partnership, Eastbourne Schools Partnership, Youth Market and Towner to look at ways to engage with the youth and underserved groups. Individual or 'Shadow Board' opportunities.	Met with Donna Harfield, Deputy Principal at ESCG. Follow up meeting to discuss next steps.	RG	16/05
12.00	Prepare a ToR for admin and/ or part time support to the Board.	Meet with Bexhill and Hastings to review shared support. Review local networks to provide role.	RG/LR/C C	16/05
13.00	Discuss next steps with Alan Elder for building regeneration plan.	Meeting to be set up to discuss timeline and establish costs.	RG/YS/L R	30/05
14.00	Consider a visioning workshop in 2025 once initial engagement has taken place.	Use of 4 th July board meeting to be considered. Requires a facilitator(s). Richard Freeman from 'always possible' has been suggested.	RG/JR	30/06
15.00	Board social in 2025 to take place to strengthen the Boards connections.	Local hotel to coincide with an event in the town.	RG	30/06