

SOUTH COAST TOWNS

THE SECOND ANNUAL CONFERENCE

Taking Forward Plans for Prosperity and Positive Change

Tuesday 5th July 2005 | International Lawn Tennis Centre Eastbourne

- The regional context
- Strategies for sustainable economic growth
- Managing town centre regeneration
- Identifying opportunities for renewal



Supported by



THE SECOND ANNUAL SOUTH COAST PROGRAMME

Taking Forward Plans for Prosperity and Positive Change

Following the success of last year's inaugural conference, this year's event will focus on current issues and developments facing the series of towns which punctuate England's South Coast from the Medway to the Solent.

The dramatic economic, social and physical changes that continue to take place along the south coast are challenging traditional images and roles of towns. With a third of the South East's businesses and workforce located on the south coast, the region's strong growth, as well as the close relationship with both London and mainland Europe, offers great opportunities but raises some concerns. Managing these changes and working in partnership to take advantage of their unique location are key factors for the successful regeneration of south coast towns and ensuring that they are viewed as places where people want to do business, live, work and visit.

With the intention of opening greater dialogue and building on the wide range of delegates which attended last year's event, the conference will look at the current economic and demographic context for the south coast, the effectiveness of regional strategies and projected future trends. Consideration will be given to the innovative nature of coastal towns, the opportunities for sustainable renewal and a range of success stories, from a strategic to a project-specific level, offering models for wider application.

Speakers include:

- Representatives from the South East England Development Agency and Regional Assembly, along with the Urban Economic Development Group (URBED) to set the context.
- Consultants and academics to discuss new research and offer models for sustainable growth.
- The Home Office representative to the South East Government Office to tackle issues of community relations.
- Local decision makers and project managers to outline the steps taken when implementing renewal schemes and the key ingredients which led to their success.

Specific issues featured will include culture, heritage, tourism, retail and services, with a range of case studies examining the opportunities for economic growth and social well-being. Speakers will identify new initiatives, debate the benefits of new developments and consider means of capitalising on local attributes for sustainable renewal.

As well as the formal sessions, this event will provide exceptional opportunities for networking with key decision makers and others sharing similar issues and opportunities.

09.00 Registration and coffee

09.30 Welcome by morning chair
Norman Kinnish, Director of Economy, Tourism and Environment, Eastbourne Borough Council

1 Setting the scene: Strategies for supporting the positive development of south coast towns and cities

09.40 The South East Plan update: Delivering a clear vision for south coast development
Mike Gwilliam, Director of Planning and Transport, SEERA

10.00 Working together for a 'Coastal Renaissance'
Pat Tempany, Head of Urban Renaissance and Housing, SEEDA

10.20 Spreading success: key factors for managing the benefits of town and city centre renewal on the south coast
Dr Nicholas Falk, Director, URBED

10.40 Questions and discussion

11.00 Tea and Coffee

2 Key issues for developing and measuring success for communities on the south coast

11.20 Economic Vitality: A 21st century model for local economic sustainability
Dr John Taylor, Programme Leader, Enterprising Communities, New Economics Foundation,

11.40 Building Safer and Socially Inclusive Communities
John Scott, Director, Surrey and Sussex, and Home Office Director, Government Office for the South East

12.00 Inhabiting the 'coastal strip': Possibilities for the transformation of coastal towns
Ewa Maciejewska & Dan Bolt, School of Architecture, University of Portsmouth

12.20 Questions and discussion

12.40 Lunch



ANNUAL CONFERENCE EAST TOWNS



13.30 Welcome by afternoon chair
Peter Stonham, Editorial Director, Landor Publishing and Group Travel Organiser Magazine

3 Identifying the Opportunities: Renewal themes on the south coast

The Maritime Outlook: Harnessing the heritage and seaside opportunities

13.40 Showcasing the maritime opportunity
David Quarmby, Chairman, SeaBritain 2005

14.00 A view of Portsmouth, past and present: Celebrating town heritage and The Spinnaker Tower
Barbara Thompson, Strategic Director for Economy, Culture and Community Safety, Portsmouth City Council

Arts and culture: Creating vibrant, creative communities

14.20 Restoring the De La Warr Pavilion: Using culture as a catalyst for renewal
Alan Haydon, Director, De La Warr Pavilion Charitable Trust

14.40 Folkestone Old Town – What's the latest?
Nick Ewbank, Director, Creative Foundation

15.00 Questions and discussion

15.20 Tea and Coffee

4 Retail and Services: Reviving Town Centre Economy

15.40 Creating a prize development: Generating cross-sector support in Littlehampton
Richard McMann, Head of Investment and Tourism, Arun District Council

16.00 Distinctive development: Utilizing local character for sustainable tourism investment
Mark Dowling, Head of Development and Urban Regeneration, Tourism South East

16.20 Expanding and diversifying Eastbourne's town centre
Norman Kinnish, Director of Economy, Tourism and Environment, Eastbourne Borough Council

16.40 Questions and discussion

17.00 Close of conference

Who should attend?

This event represents an invaluable opportunity for learning and networking by:

- **Local authority leaders, elected members and senior officers**
- **Strategic planners**
- **Economic and regional development staff**
- **Property owners**
- **Investors and agents**
- **Retailers**
- **Service providers and leisure and entertainment providers**
- **Tourism and arts officers**
- **Community representatives and special interest groups**
- **Housing providers and planners**
- **Transport planners**
- **Business support agencies**

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Conference papers will be made available for the conference. Please visit www.landorconferences.co.uk for information on these after the event.

This conference could also assist professionals with their Continuous Professional Development points (CPD) requirements)

Walking Tour of Eastbourne 4th July

Eastbourne Borough Council will be hosting a walking tour the evening before the conference to show how Eastbourne has grown from its origin as a Victorian seaside resort to a 21st Century visitor destination. Delegates will see parts of the town where major regeneration is planned and hear how a mixed development of retail leisure and housing will be integrated into the historic fabric of the town.

The tour, led by Penny Shearer, Economic Development Manager from Eastbourne Borough Council, will start at 6pm from the Enterprise Centre car park close to the railway station and finish at approximately 7.30pm.

Please indicate on the booking form if you would like to attend the walking tour.

Registration Form (CO 165)

Please reserve place(s) at: **SOUTH COAST TOWNS**

Please complete clearly in BLOCK CAPITALS

(Please photocopy for additional spaces)

Delegate 1:

Mr / Mrs / Ms / Miss (delete as applicable)

Other (please specify)

Forename

Surname

Position

Organisation

Department

Address

.....

Postcode

Telephone

Fax

Email

Please outline any special requirements / access needs

.....

.....

Please tick to attend the walking tour - 4th July

Payment:

Commercial Organisations:

No. of delegates at £275.00 (plus VAT) per delegate

Local Authorities/Government Offices:

No. of delegates at £175.00 (plus VAT) per delegate

Individuals/Small Business (up to 10 staff):

No. of delegates at £135.00 (plus VAT) per delegate

Voluntary/Student:

No. of delegates at £75.00 (plus VAT) per delegate

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Telephone Fax

Please return booking form by post or fax to: **LANDOR CONFERENCES,**

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Tel: 020 7582 0128 Fax: 020 7587 5308

Email: conferences@landor.co.uk

www.landorconferences.co.uk

Administrative Details

Date:

Tuesday 5th July 2005

Venue:

International Lawn Tennis Centre, Eastbourne

Fees:

Commercial Organisation £275.00 (+vat)

Local Authorities/Government Offices £175.00 (+vat)

Individual Business/Small Business (up to 10 people) £135.00 (+vat)

Voluntary/Student £75.00 (+vat)

The fee is inclusive of refreshments, lunch and conference documentation.

To book:

Please complete the registration form (or a photocopy) and return with your payment to: Landor Conferences, Quadrant House, 250 Kennington Lane, London SE11 5RD. Tel: 020 7582 0128. Fax: 020 7587 5308.

Book online at www.landorconferences.co.uk

You will receive a receipted VAT invoice and joining instructions. If your booking has not been acknowledged within 7 days prior to the conference, please telephone to confirm your booking has been received. Cheques should be made payable to Landor Conferences Ltd.

Cancellation:

Cancellations notified to us in writing by Tuesday 21st June 2005 will be refunded, less an administrative charge of £50.00 plus VAT. We regret that cancellations received after Tuesday 21st June cannot be refunded. Delegates may be substituted at any times.

Payment:

Payment must be made before the event. The organisers reserve the right to refuse admission to those who have not paid. Delegates who have not paid will be required to provide credit card details or supply a company cheque at registration on the morning of the conference.

Accommodation:

Eastbourne Borough Council offer an accommodation service, hotel rooms can be booked online at www.visiteastbourne.com/wheretostay or by telephone on 01323 647130. Please mention the conference when booking.

Location & Travel

The International Lawn Tennis Centre is located within the grounds of Devonshire Park and is a 10 minute walk from the train station.

