



## CABINET

Tuesday, 5 January 2021

### NEW BEACH HUT SITE - FELIXSTOWE

#### EXECUTIVE SUMMARY

1. This paper sets out the proposed development of the trim trail site on the South Seafront in Felixstowe into a new beach hut village, with 5 accessible, purpose-built pods, 25 traditional huts and a new toilet block, with Changing Places facilities. The existing trim trail will be moved to the current volleyball site, which will be re-landscaped and made into a more comprehensive activity park.
2. This paper seeks Cabinet approval for the proposed design. Further, to work up the detailed designs for the proposal and obtain planning consent for them. Then, to procure and award a contract for the works, and oversee the construction of the projects at both sites.
3. This paper also seeks approval for necessary form of operating model (referred to as Option 1 in the Report) for the proposed development, with the Felixstowe Town Council being asked to manage the 5 pods for hire, with the 25 traditional huts being sold to bring in a capital receipt.

Is the report Open or Exempt?	Open
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<b>Wards Affected:</b>	Eastern Felixstowe
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<b>Cabinet Member:</b>	Councillor Craig Rivett Deputy Leader and Cabinet Member with responsibility for Economic Development  Councillor Steve Wiles Assistant Cabinet Member for Economic Development
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## **1 INTRODUCTION**

- 1.1 East Suffolk Council has been looking to develop the area known as the South Sea Front in Felixstowe and is currently building a new café at Martello Park. The South Seafront Gardens have been identified as a redevelopment site, also. With the requirement to move a number of beach huts from the in front of the Spa Pavilion area, due to beach erosion, and the subsequent consultation with beach hut owners and the Felixstowe Beach Hut and Chalet Association, it was identified that a bespoke, beach pod module would be beneficial to Felixstowe. Such a concept would allow for improved access to the facilities which this area has to offer, to both tourists and the local community alike. This would be the first project in Phase 3 of the South Sea Front development programme.
- 1.2 The original concept was to provide accessible beach huts for those in wheelchairs, or limited mobility. However, the vision has widened into a project about developing a site with the provision of enhanced facilities, accessible to as large a community as possible and attracting those who want to hire a beach hut and enjoy the resort.
- 1.3 This paper sets out the concept and business case for the development of the site, the associated infrastructure, including the pods and the 25 traditional, new beach huts.
- 1.4 The objective of the beach hut village is to create a development built to a high specification, with enhanced accessibility, so that it is level or has ramp access from Sea Road and the Prom, protection from beach material, and low maintenance landscaping. The focus of the site will be a single storey block structure constructed from SIPS (self-insulating panels) that can be split into smaller rooms or pods. The inside of each pod would be an adaptable, flexible space with a connecting partition wall which could be removed, expanding the individual pods into two pods of two or one large unit consisting of all five separate pods into one space. These features will provide the opportunity to create a space which can be hired by groups, families or, potentially, to be used as a beach classroom or seaside venue. Power and running water would be installed in the pods.
- 1.5 Over the remaining area of the site, it is proposed that there will be 25 traditional beach huts located in landscaped surroundings. These will be a standard size but will feature wider doorways and lower transitions into the huts. The site will be landscaped with wide pathways and the ornamental wall and hedge (between the Prom and the site) will be upgraded to improve access and allow for the all-important sea views.
- 1.6 To achieve this, the current trim trail will be moved from its existing site to a bespoke activity park on the current volleyball site. This area will be upgraded and will be equipped with new activity equipment. This work will be carried out in partnership with Felixstowe Town Council.

## **2 THE SITE**

- 2.1 Two potential sites were identified; these were the volleyball area and trim trail, with the latter being considered the best option due to its larger size and proximity to the adjacent carpark and events space.
- 2.2 Currently, the site is leased to the Felixstowe Town Council for the trim trail, which was installed and is maintained by them. The Town Council have stated that they are amenable to the Council moving this equipment to the volleyball area and creating a co-managed activity park.
- 2.3 The site is adjacent to a beach side concession on the southern side, also constructed from SIPS, shown below:



2.4 This site would work well to provide beach huts for local residents and tourists for a number of reasons:

- It is close to both on-road parking on Sea Road and the pay and display car park with disabled parking spaces at the leisure centre;
- 16 huts are already positioned on the beach (Prom in winter) at Pier South
- The site has access to fresh water and power;
- Any development would have sea views;
- The site adjoins the promenade allowing seating, access and amenity use without blocking views to the beach from the Prom; and
- The site is in close proximity to other amenities.

2.5 As a location for beach huts, the Council have considered this to be suitable as it will appeal to a cross section of potential users.

*Trim Trail area from different angles (Google Maps):*





### 3 THE PROPOSAL

- 3.1 The development of new beach hut sites in Felixstowe has been considered over some years. A new site was recently created at The Dip (with space for 16 new huts) and work is ongoing to find a solution for those huts that have not been able to return to the sand platforms at The Spa, due to erosion of beach materials. Hut owners at the Spa were contacted to ask where they would consider being moved to, should no solution be found. Unfortunately, although this site was given as an option, none of the 55 hut owners felt this was a choice for them, most of them wishing to remain in a location which was to the north of the Pier.
- 3.2 However, the Council sees the development of the South Seafront Area as a providing a key economic benefit. Development of the South Seafront Area is ongoing with Phase 1 being the refurbishment of the Victorian shelters, Phase 2 being the building of the café at Martello park and Phase 3 being an upgrade of the gardens and other business development. With the ongoing issues of the public conveniences at the Felixstowe Leisure Centre (vandalism and drainage issues), bringing forward the first project of Phase 3, now, is an opportune time.
- 3.3 Plaice Architects won the tender to design the site. They are also the architects working on the seafront café at Martello Park and the Jubilee Terrace project in Lowestoft. They were given the following specification:
  - The design of the 5 pod units to be made of SIP panels
  - The positioning of the doors to ensure they are wider than standard for

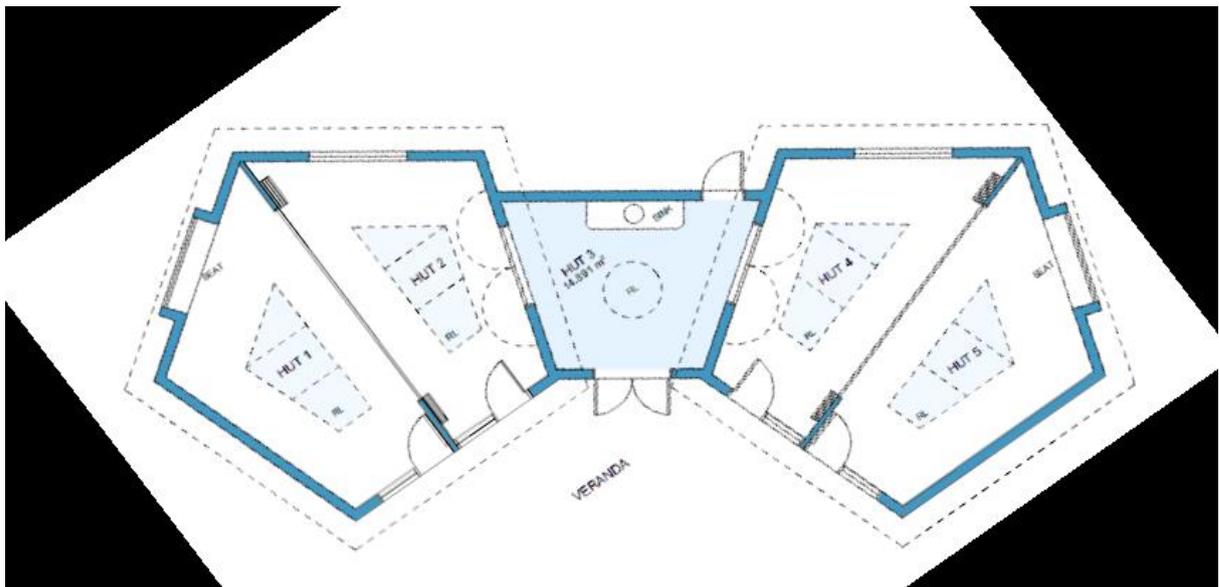
## wheelchair access

- The internal layout of the pods, including the positioning of services – minimum of a sink, an electrical socket, some storage, seating (which can be integral), wheelchair turning space, outside seating and an access ramp, if appropriate
- Environmental and sustainable options suitable for a marine setting, such as the use of air-source heat pumps, with the design for the modular pods and toilet block
- The replacement of the seaward facing hedge with a structure that maximises on views, while offering protection from wave action and beach material.
- The use of recycled materials as much as possible, for example for pathways
- The pedestrian flow through the site, with pathways offering accessibility to the SIP module building, toilet block and low-level access to standard beach huts as part of the layout.
- The number of standard beach huts which are 2.44m x 2.13m (8'x7') that can be accommodated on the site, showing the position of these to maximise income and the seaward view (whether this is direct facing, or slanting), while offering more spacing between them than the average 0.8 m and at least four metres away from the roadside sea defence wall, to discourage the public accessing the hut roofs from the wall.
- Pedestrian access to the site and through to the Prom and nearby parking
- The fact that the road facing wall is an Environment Agency sea-defence structure and should not be compromised in any way
- The positioning of the site next to the Prom, which is designated Public Highway
- The positioning of the Beach Hut Village within the setting of a conservation area
- The positioning of street furniture such as seating, bins and a standpipe for water access
- Whether additional lighting is required
- Low maintenance planting, keeping as much of the grass in place as possible

3.4 The following design has been created to meet this specification.



### Modular pod design



3.5 It is proposed that this development is programmed to commence in April 2021, with the relocation and enhancement of the trim trail to the current volleyball court site, and the work to provide the public conveniences being undertaken in the first phase, to provide facilities for the tourist season.

## 4 BEACH PODS AND TRADITIONAL HUTS (BEACH VILLAGE)

4.1 The modular pods have been designed to be accessible from the Prom, even when the front flood defences are in place. The building is adjacent to the promenade and will have ramped access. Disabled parking is available in the nearby car park and there is a ramp to the beach nearby.

4.2 The Council aims to promote these pods for use by a variety of groups of all abilities, in

conjunction with the use of newly built public conveniences with Changing Places facilities. Changing Places are fully accessible toilets designed to a certain standard with generous space and equipment. The operating model seeks to ensure that the Council retains the ownership of these pods, with them being available for hire on a short term, from either 1 day or including block bookings. The pods can be hired individually, or up to all 5 of the rooms can be opened into one space. There are many possibilities for their use, with any restrictions covered in the conditions of hire, and being subject to any planning constraints.

- 4.3 The pods will have the ability to house equipment more akin to the chalets than traditional huts, with power and water.
- 4.4 This type of structure for hire in a sea-side resort is an un-tried model, with only one other similar facility of this type being offered, which is in Bournemouth. This facility was visited as part of the research and planning for the project. This means that it has been difficult to develop a pricing model for hire of the pods. A final price will depend on the internal specifications and equipment offered and, not least, their popularity. For this reason, an initial hire fee of £60 per pod has been given, with a block booking rate for the whole site of £300-£325 (INC VAT) per day. A conservative estimate of income, based on a 50% void rate, has been calculated at £28,875 pa.
- 4.5 The pods have been positioned in such a way as to provide a sea view to the south towards the port, rather than straight out to sea, so reducing the risk that they might have their views blocked by the huts at Pier South.
- 4.6 The other 25 beach huts will be decorated in a pastel colour and will be of the same size, specification and aesthetic to ensure that the development is visually cohesive, both within the site and to the other huts in the town. However, a larger door opening will be considered, which along with a pathway, will provide for more suitable wheelchair access to these huts.
- 4.7 The traditional huts, if sold, will be subject to the same 3-year licence terms as other huts in Felixstowe (Appendix A).
- 4.8 The concept design does not currently show internal fittings and fixtures; however, it will be necessary to fit out the pods, internally, and any other huts to be used on a short-term hire basis. This has been budgeted for within the construction estimates.
- 4.9 Green aspects of the design and construction are being developed, with thought being given to:
  - • Solar roof panels
  - • Air source heat pumps
  - • Solar water preheaters
  - • LED energy saving lights with a PIR sensors
  - • Low energy hand dryers

## **5 PUBLIC CONVENIENCE BLOCK**

- 5.1 The provision of existing public convenience within the resort has been stretched over 2020. There have been issues of vandalism and ongoing blockages at the nearby Leisure Centre facilities, meaning that the hours of operation are shorter to deter anti-social behaviour and they are only open between April and October for the same reason. or the facilities have had to be closed. This has led to complaints from nearby business

owners about the public attempting to use their facilities, but without using their services. Norse advise that a contractor had to attend the site to deal with blockages approximately once a month during the season and that there were 2 to 3 additional issues to be dealt with per month for various other reasons, costing an additional £5K per annum on top of the maintenance charges included in the Council's partnership agreement with Norse. The facilities in this location are both based under sea-level and connected to the Leisure Centre's system. Both issues mean that blockages occur more frequently and are harder to deal with, which has led to further costs incurred by the Council and, at times, the closure of leisure facilities. The cost to unlink the system is unrealistic and unviable, particularly with future plans being considered for the site. Building a new facility in a nearby location, such as at the beach hut village, will alleviate these issues, provide facilities across the whole year (rather than seasonally) and the additional cost of all-year round cleaning can be balanced against the current additional maintenance costs.

- 5.2 The design for the public convenience block is currently under discussion, but it is proposed that the site has toilets for men, women and disabled persons, together with Changing Places provision. The external design will reflect that of the modular pod building and the public conveniences will be easily reached from the Prom and the adjoining car park. Whilst the toilets will be within the village site, the landscaping will provide separation from the huts, but with a view to minimising the risk of vandalism.

## **6 ACTIVITY PARK**

- 6.1 In developing the beach village there is a requirement to relocate the existing trim trail/outdoor gym equipment to a site further south, along the prom. As part of this move, the existing equipment will be upgraded and additional facilities installed to create an activity park. This will include a petanque piste, which is very popular in East Suffolk. (Felixstowe has a current well used petanque piste at Brackenbury sports centre). Other proposed facilities include:
- concrete table tennis tables
  - accessible picnic benches
  - chess tables
  - outdoor space for workouts
- 6.2 As at the beach village site, the existing hedge between the Prom and the site will be removed to open up the space and encourage use, with the current ornamental wall being modernised. The site will also be landscaped. Consultation has been carried out with Felixstowe Town Council who support the move and new proposals. They wish to work in partnership with the Council to deliver this. This site was selected for the activity park as it is currently an underutilised leisure space, once housing a volleyball court

6.3 There is opportunity to access external funding for this space.

*Active Space area (from Google Maps):*



*Initial design proposal for Activity Park*



## 7 COST OF CONSTRUCTION

7.1 A budget cost for construction has been developed, based on drawings prepared by Plaice. The budget estimate is detailed below together with some additional contingency built into the figures:

<b>DESIGN</b>				
<b>Professional fees</b>		Structural Engineer	£ 7,400.00	
		Architect	£ 19,500.00	
				£ 26,900.00
<b>Preliminaries</b>				
		Contractor Preliminaries including planning and design fees	£ 116,346.00	
<b>CONSTRUCTION COSTS</b>				
<b>Beach Village</b>				£ 116,346.00
		Site clearance	£ 7,000.00	
		Groundworks	£ 172,420.00	
		Superstructures	£ 467,800.00	
				£ 647,220.00
<b>Activity Park</b>				
		Site clearance	£ 2,400.00	
		Groundworks & equipment	£ 51,310.40	
				£ 53,710.40
Overhead Contribution	7.00%			£ 59,092.35
Contingency	10.00%			£ 90,326.87
<b>Total Contract Sum</b>				<b>£ 993,595.62</b>

7.2 In addition to the cost of construction, there will be one-off or annual costs relating to the site. These have been estimated below:

- Business Rates at circa £480 per traditional beach hut per annum on those that are retained to hire out, based on comparative figures for other huts in Felixstowe and circa £1600 for the beach pod building.
- Insurance:
  - £845 for fire, flood and vandalism of the pods and beach huts (if retained) pa

- Utilities for modular pods– approx £500 pa
- Maintenance/statutory compliance:
  - Pods – approx £1,000 pa
  - Beach huts if retained – approx £200 per hut per annum
- Management / cleaning
  - Short term hire management cost – 50% of income
  - Agency fees for sale of traditional huts - £400 per hut

## 8 BEACH HUT MARKET

- 8.1 The Council has liaised with a Chartered Surveyor to help understand the beach hut market across the District.
- 8.2 This paper has been written at the time of the coronavirus pandemic and, therefore, assessing the state of the tourism and holiday industry is difficult; there are travel and quarantine restrictions which make overseas travel more complicated and it is unknown as to when restrictions will be lifted and what the economic impact on the tourism industry will be. However, the Council is able to look back at former trends to help predict the impact. In the years that followed the 2008 financial crisis, the domestic “staycation” market saw a huge boost in popularity and fuelled significant growth in the sector.
- 8.3 The beach hut market within the District can be supported by general tourism statistics for 2019 which have been released by East Suffolk Means Business (<https://eastsuffolkmeansbusiness.co.uk/wp-content/uploads/2020/09/Economic-Impact-of-Tourism-East-Suffolk-Report-2019.pdf>). The report shows nearly 12.5m trips to the District with an associated spend of just over £43m. The report indicates that tourism within the District continues to increase. It shows an increase in overall trip expenditure and local business turnover supported by tourism. This is supported by volume and value studies which, in recent years that show continuing growth of the visitor economy and tourism sector across East Suffolk and its Areas of Outstanding Natural Beauty.
- 8.4 The tourism statistics combined with the recent move towards staycations would indicate demand for beach huts is likely to continue. In addition to general market principles, we are aware that within the District, waiting lists for beach huts have increased, with there being 100 people on the list for Sizewell, and more than 350 people on the list for Lowestoft. We have also seen prices rise. Pre-Covid, the average sale price for a hut in a premier location in Felixstowe was £17,250. However, this has increased, with sales of huts reaching £30,000+ in some premier locations. For every sale and application for a new licence, the Council charges an administration fee of circa £600 including Vat (2019/20). There is no formal waiting list kept, but the Council receives regular enquiries about the purchase and rent of beach huts.
- 8.5 The Council tested the market in 2018/19, with the positioning of 8 new huts at The Dip. These sold for £18K each inc. Vat, in the space of a few weeks. A further 6 huts (the remaining unused sites at the Dip) are on order for 2021 and there has already been interest registered from a number of potential buyers.
- 8.6 Therefore, it would appear that beach hut demand seems constant; they change hands easily and regularly. The recent pandemic has encouraged staycations and logic would suggest simple, less expensive, self-sufficient stay at home holiday options will be

considered by more people. The current housing market 'bubble' for properties in coastal areas is transferring to beach hut values, too. In January this year, a local estate agent estimated beach hut values (with a sea view) for this premier location at circa £18k. This has now been reassessed at circa £27,000.

## **9 PROPOSED OPERATING MODEL**

- 9.1 To determine the most practical and financially viable operating model, an options appraisal has been used for this development. It has produced three options. Each model sees the retention of the 5 pods by the Council, for short-term hire.

Option 1: Sale of the traditional beach huts with an annual ground rent received/hire of the pods. (Most favoured).

Option 2: A mixed tenure scheme of sale and retention of huts

Option 3: Letting of all the traditional beach huts on a short-term basis.

- 9.2 The annual income from the pods, based on a 50% void rate and weekly, rather than daily, hire is £28,875. This would be the same hire income no matter which option was chosen.

- 9.3 Option 1 delivers the most financial benefit with a capital receipt of £392,000 and a net annual income from licences of £11,197 plus the income from pod hire of £28,875. This would reduce the payback period to 15 years and significantly de-risk the construction of the site and erection of beach huts. But it does not account for the potential appreciation in the value of the huts in later years. This option also ignores the possibility of pricing out local residents, once the huts are in private ownership. However, the retention of the pods by the Council allows both local residents and tourists the opportunity to hire out a facility accessible to all. Also, there is a buoyant hire market of traditional huts in private ownership, which the Council would not be competing against, as the pods provide a different offer. The Council also receives an administration fee (currently circa £600 INC VAT), from issuing a new licence when a hut is sold.

- 9.4 Option 2 will operate a mixed tenure development through the sale of 18 beach huts to obtain a capital receipt of about £259,200 and a net annual income of £17,105 plus the £28,875 for pod hire. In accordance with the Council's financial objectives to increase revenue, retaining ownership of the 7 frontal beach huts and renting these on short term (weekly and block booking) agreements would bring in a regular income. However, this income as a mixture of licences and traditional hut hire is only circa £6K a year more than Option 1, with a much lower capital receipt. The payback for this option is 16 years but there are also additional costs in 10 years to replace the 7 hireable huts, of circa £27K and again in twenty years.

- 9.5 Option 3 is a much more financial risk to the Council. There are no capital receipts, and the net annual income is £22,850 from traditional hire and £28,875 from the pods. This takes into consideration that a 50/50 split on income with the Town Council is proposed. This is calculated on a void rate of 30% for traditional huts with a sea view and 45% void for those on the back row. With a 100% occupancy rate, the net annual income would be £51,125, but this is not a realistic occurrence, as these huts tend to be occupied for the school holidays and shoulder weeks either side, but less so in the winter months, having no heat or power. This option gives a payback period of 19 years, but a further £95K of capital will be also required in 2031 to purchase replacement huts and then again in 2041.

9.6 Both the sale and short-term hiring of beach huts is a standard rated supply for VAT purposes and 20% VAT would apply (or which rate is applicable at the time). It is expected that all the saleable huts will be marketed and sold within the first year of development (or a phased approach will be made depending on lead in time to order and make them).

9.7 Foremost, this project is one about the regeneration of the South Seafront Area, with a vision to offer a flexible facility, in the form of hireable pods, that allows families and groups to access and enjoy the beach and resort for a day, or longer. With the addition of the new public convenience block and the creation of an activity park, the project has many facets, and the key drivers are not financial. However, the ability for the scheme to be able to repay its costs should be carefully considered, when viewing the options to sell or retain the traditional beach huts. There are over 900 beach huts already in private ownership in the resort and the market is buoyant.

9.8 Options for the management and maintenance of the hireable aspects of the development have been reviewed and included:

- Option A - A partnership with Felixstowe Town Council
- Option B - Using existing operational partnership services
- Option C - Contracting with a commercial third party

Option A has been determined as the most suitable for the scheme, with the Town Council being close to site, and able to respond quickly to customer needs (particularly over weekend hires). Also, existing staffing resources are in place to undertake minor repairs and all cleaning. The Town Council are also a vested partner in wishing to support the successful development of the South Seafront Area and tourism offer. Initial discussions have proposed a pilot model of 50/50 income split on hire fees, the model to be reviewed after 18 months.

It is proposed to utilise the marketing and booking system for short term lets which was recently transferred to the Council, as part of the asset transfer from its former partner, Sentinel, and the Council will retain this role. This system is already in place and used for huts in Lowestoft.

## **10 HOW DOES THIS RELATE TO THE EAST SUFFOLK COUNCIL BUSINESS PLAN?**

10.1 Two of the key objectives of the East Suffolk Business Plan are to support economic growth and to ensure the financial self-sufficiency of the Council. Whilst this project is expected to deliver towards both objectives it also provides an economic development and regeneration initiative, intended as a continuation of the wider regeneration of the South Seafront tourist area. The proposal will provide an accessible facility aimed at attracting day trippers and overnight stay tourists to the seafront. The development shows a sustainable revenue income together with a capital receipt.

## **11 FINANCIAL AND GOVERNANCE IMPLICATIONS**

11.1 The development of the two sites can be partially funded from the 2020/21 and 2021/22 Capital Programme and partly through the 100% Business Rate Pilot Scheme. Felixstowe Town Council are also willing to discuss funding for equipment within the activity site.

## TABLE OF FUNDING

<b>Funding Sources</b>	
Capital Budget 2021/21 Toilet Block	250,000.00
Capital Budget 2020/21 Accessible Hut Site	495,000.00
Capital Budget 2021/22 New Beach Hut Sites	130,000.00
100% Pooled Business Rate Fund	100,000.00
Potential External Funding	25,000.00
<b>Total</b>	<b>1,000,000.00</b>

## 12 OTHER KEY ISSUES

- 12.1 This report has been prepared having considered the results of an Equality Impact Assessment Ref EQA (Appendix B). The EIA shows a positive impact on those who may have additional requirements to enjoy a day visit to the resort.

## 13 CONSULTATION

- 13.1 Consultation has been carried out with Felixstowe Town Council on the proposed plans for the site and the movement of the existing trim trail throughout the initial design stage. The Town Council has also discussed the option of a 50/50 operating model at its Assets & Services Committee in November 2020 and have confirmed their interest in working with the Council on the principle of the servicing of the accessible beach hut facility, on an initial 12-18mth trial. The adjacent local kiosk owner has been shown the plans over summer and has expressed positivity on the scheme. The concept of the new site has been discussed with representatives from the Felixstowe Beach Hut and Chalet Association during 2020. Finally, the East Suffolk Disability Forum have commented on the draft proposals of the pod element and their views have been fed into subsequent designs. As the detailed design is worked up, further consultation will be undertaken with statutory consultees.

## 14 OTHER OPTIONS CONSIDERED

- 14.1 The site was considered as a relocation facility for those huts displaced at the Spa. However, as there is an ongoing project to attempt to re-house these on the beach and, in consultation with Spa hut owners, none of them expressed an interest in moving to this location, the decision to develop this a new build site was made.
- 14.2 The site is in a conservation area, but initial discussions with Planners are positive that the proposals will add value to the South Seafront area.
- 14.3 Planning Policy SCLP12.14 Spa Pavilion to Martello Park states:

*The Council will support and promote, high intensity tourist uses in this area, with a high proportion of these to be located along the Sea Road frontage. The area has, in part, a rich Edwardian and Victorian character and any proposals will need*

*to maintain the active commercial frontage and be of a high quality design which respects the town's heritage. Proposals which actively encourage new resort experiences will be welcomed.*

*Resort related uses will be supported on the Sea Road frontage. Proposals should consider the whole site for resort related uses to provide a vibrant mix of activities. Where this is not possible or unviable there may be opportunities for residential units on upper floor or at the rear of sites.*

*Additional beach huts in this area will be limited to locations which complement the existing resort uses and do not fill the important gaps between huts.*

*The Leisure Centre and the Pier head are the focal point of tourism related activities in Felixstowe. Proposals which seek to redevelop and support this central location will be supported to ensure that the resort offers a range of high quality attractions for visitors and residents.*

*Between the Pier and the Spa Pavilion, activities which promote cultural attractions including cafes, restaurants and shops on the ground floor will be supported where they respect the Conservation Area designation and the Edwardian and Victorian heritage of the resort. Proposals which provide a link between the resort and the town centre will also be supported.*

## **15 REASON FOR RECOMMENDATION**

- 15.1 The development of the site would meet with the objectives of East Suffolk Council's Strategic Plan.
- 15.2 The recommendation to develop the site also contributes to the Council's ambition to increase tourism opportunities and facilities – in the creation of a new public convenience for the resort.
- 15.3 To assist with the financial planning of the East Suffolk Capital Programme.
- 15.4 To assist with the delivery of key themes in the Council's East Suffolk Business Plan and within the Local Plan.

**RECOMMENDATIONS**

1. That Cabinet approves the concept and plans for this project and agrees that what is set out in the report forms the basis for the delivery of the beach hut village and new activity park.
2. That Cabinet approves the use of the Capital Budget of £875K and £100K from the 100% Pooled Rates funding, to take this project from the current concept design stage through to detailed design, and an application for all necessary consents for the proposed development, including planning permission, inclusive of all associated fees and charges.
3. That Cabinet gives delegated authority to the Strategic Director, acting in consultation with the relevant Cabinet Member, to procure all of the necessary contracts and agreement to enable to the construction of the development to be carried out, and to award the same on terms that best protect the Council’s interests.
4. That Cabinet approves Option 1 as the proposed operating model, that is, to sell the 25 traditional beach huts and to hire the 5 pods and approves Option A for the management of the hire facilities, that is, a 50/50 income split with Felixstowe Town Council, to be reviewed in 18 months from commencement.
5. That Cabinet requests a regular update on the project to be given to the Cabinet Member with responsibility for Asset Management.

<b>APPENDICES</b>	
<b>Appendix A</b>	Equality Assessment
<b>Appendix B</b>	2021 licence for traditional huts

**BACKGROUND PAPERS – None**