

1. Purpose of the Board

The Seafront Development Board ‘the Board’ will develop proposals for the strategic development, commercial future regeneration and sustainable management of Brighton & Hove’s iconic seafront, ensuring it is a vibrant, playful, accessible, and economically thriving destination for residents, visitors and businesses.

2. Status of the Board

The Seafront Development Board shall be an advisory board to the Council and will report to Cabinet. The Board is not a decision making body and does not have committee or subcommittee status.

3. Areas of focus:

The Seafront Development Board will have the following areas of focus:

- **Vision for the Seafront:** Develop a long-term place vision for the future of Brighton & Hove’s seafront to propose for adoption by Cabinet.
- **Strategic Oversight:** Ensure seafront development maximises economic, social, cultural and environmental benefits and is aligned with local and national policies, plans and strategies. Oversee and inform development of new strategies and plans for the development of the seafront.
- **Leading Placemaking:** Ensure a placemaking approach is taken to development of the seafront, considering urban design principles and improvements to the public realm.
- **Infrastructure Improvement:** Oversee and monitor regeneration, maintenance and transport programmes & projects.
- **Commercial Activation:** encourage private sector led initiatives to modernise and develop the seafront, whilst preserving and restoring heritage assets.
- **Stakeholder Engagement:** Take a collaborative approach to the Board’s work, engaging with key stakeholders including businesses, public bodies, the voluntary sector and residents.
- **Inclusivity and Health & wellbeing:** Ensuring the seafront continues and enhances its role in supporting both mental and physical health and wellbeing. Supporting development that is accessible and inclusive for all.
- **Zero Carbon ambition:** Promote environmentally sustainable development and improvements to the seafront.
- **Ambassadors for the Seafront:** Promote and act as positive advocates for the seafront and related development projects, including campaigns and promotional activities

4. Reporting and confidentiality:

Individual Panel members will be responsible for reporting back activities of the Board to their stakeholders and for bringing any issues back to the Board for consideration.

On occasion there will be confidential information which will be shared, Board Members will need to respect the confidential nature of this information.

The Board may choose to embargo information for later release to align with communication strategies and other restrictions placed by partners, such as funding agencies.

The Board is an advisory board to Council and will report at least quarterly to Cabinet and as necessary where there are proposals or recommendations requiring decision.

5. Membership:

The Board will be Chaired by Lord Bassam with Councillor Jacob Taylor as Vice Chair. Other cabinet members and leads will be invited to join the Board including:

- Cabinet Member for Culture, Heritage & Tourism
- Lead Member – Major Projects

An open invitation will be made for key stakeholders to join the panel and maximum six panel members will be selected against the following criteria.

- Expertise in business, tourism or culture
- An interest in the seafront (for example owning a key asset)
- Expertise in urban design or another relevant specialism
- Representing a particular interest or group
- Cultural and linguistic expertise
- Knowledge gained through formal or informal education

The panel will aim to be broadly representative of the wider community.

Other expert panel members will be invited to join the Board from time to time to engage with Members on specific issues or work together to achieve objectives.

Membership of the Board can be rescinded at the discretion of the Chair in consultation with the Vice Chair.

6. Officers

The following council officers and teams will attend the Board as required, provide advice and support the planning of Board meetings:

- Corporate Director City Services
- Director - Place
- Director - Culture & Environment
- Head of Place Making
- Head of Transport Projects

- Head of Sales Marketing & Partnership
- Seafront Development Manager
- Seafront Estates Surveyor
- Strategic Communications Manager
- Eastern Seafront Programme Manager
- Economic Development Manager
- City Regeneration Programme Manager (King Alfred project)
- Programme Manager (Sports Facilities Investment Plan)
- BHCC Finance
- BHCC Legal
- BHCC Procurement

7. Meetings and ways of working

Ways of working: Board members will be asked to adopt a shared learning approach of working collectively to achieve a common objective. Ideally board members will share knowledge and complement each other's skills/areas of expertise. Board meetings will not be public meetings unless the Board agree the public are invited to attend a particular meeting.

Regularity: The Board will meet quarterly, but may be required for more regular meetings at times of specific activities or developments progressing.

Agenda: Agenda topics will be decided by the Chair and Vice Chair in consultation with members of the Board. Standard agenda items will also be agreed during the first meeting.

Format of meetings: The meetings could take a variety of formats depending on what is needed by the board and the information being exchanged e.g. presentation, group discussion or workshop etc. The location can also change if and when appropriate e.g. site visit.

Administrative support: The Council's Placemaking Team will provide administrative support. This will include preparing the agenda (as agreed with the Chair/Vice Chair), taking notes and booking venues for the meeting.

Confidentiality: Respect confidentiality of items and information that is deemed commercially confidential or sensitive in another way.

Reporting: The Board will report to the council's Cabinet and an update report will be produced (minimum annually).

8. Review

The Board will keep under review the Terms of Reference and may recommend changes to Cabinet.

