

ECONOMIC DEVELOPMENT & CULTURE COMMITTEE

Agenda Item 13

Brighton & Hove City Council

Subject:	<i>Amendments to wooden beach hut specification – Hove Promenade</i>		
Date of Meeting:	21 st June 2012		
Report of:	<i>Strategic Director Communities</i>		
Contact Officer:	Name: <i>Viki Miller</i>	Tel: 01273 292716	
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Key Decision:	No		
Wards Affected:	Wish, Westbourne, Central Hove		

1. SUMMARY AND POLICY CONTEXT:

- 1.1 To provide an update on the consultation undertaken to introduce amendments to the beach hut specification on the painting of the beach Hut doors (single solid colour or vertical stripes) size of the doors (double or half doors) and the letting of the hut for exhibitions (by application only)

2. RECOMMENDATIONS:

- 2.1 (1) That the Economic and Development and Culture committee members note the result of the consultation exercise on changes to the specification of beach huts and the temporary change of use.
- 2.2 (2) That the Economic and development and Culture committee member approve the changes taking in to account the results of the consultation.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 It is important to distinguish that this report relates to a consultation on privately owned wooden beach huts located on Hove promenade and not beach chalets which are owned and let by the Council. (see appendix 1&2)
- 3.2 The beach huts on Hove promenade are highly sought after and hold significant historical and traditional value. The enjoyment of the seaside is a key recreational resource for thousands of the city's residence as well as vast numbers of tourists.

3.3 The beach huts have formed a part of Hove seafront for many years, Brighton and Hove City Council inherited the huts when Brighton and Hove became a unitary authority in 1997. Many of the huts had been built to varying specifications although all were painted in the specified colours.

Complaints were received from existing beach hut owners wishing to make alterations to their beach huts for safety and security reasons but were restricted by the current specification. Officers assessed what changes to the specification would be required to ensure all the huts became compliant. Although there are a vast number of discrepancies in design and / or materials used only a few minor changes would mean that all the huts comply with the specification and allow for a degree of flexibility adding to the overall appeal of the huts.

3.4 Over the last several years officers have become aware of a growing appetite for the beach huts to be used as part of temporary exhibitions and charity fundraising events. This is due to the popularity of the huts and their iconic link to the city. These events offer a chance for media exposure and encourage further visitors to the seafront. Therefore a suggestion to allow a temporary change of use was included in the consultation.

3.5 A consultation was undertaken and 460 beach hut owners were sent details along details along with there annual licence renewal letter. The survey was available to complete both on –line and in paper format. Details were also advertised on the council website and at the public information desk at the seafront office. There were 61 responses to the consultation. 56 on-line and 5 paper. This represented 12% of the owners.

3.6 A Summery of the Responses to the survey are indicated in the table below.

1. We propose that there may be some variation made to the specification to allow the hut doors to be constructed using tongue and Groove OR panelling.
2. We propose to allow some variation to the size of the doors.
3. We propose to allow a variation in the design to allow vertical stripes OR a single solid colour
4. We propose the owner may apply to the seafront office for a 4 week permit to alter the appearance of the hut or to use the hut for exhibitions.

Question	Agree	Disagree	Don't Know
One	90 %	10/%	
Two	61 /%	39%	
Three	59%	41%	
Four	85%	15%	

As the results show there were a majority of responses in favour of the changes.

- 3.7 Although some changes to the external features of the huts are proposed the main characteristics will remain unchanged. The uniform appearance of the huts will remain with the dimensions and external colours staying consistent with each other. The changes to the doors of the hut will enhance the visual appearance of the huts and add further interest to these popular iconic structures.

4. CONSULTATION

A consultation exercise has been undertaken using a survey accessible both online and in paper format the survey was available to existing beach hut owners and any members of the public. Internal consultation was undertaken with the Planning Conservation team who have no objections to the proposed amendments to the specification.'

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 There are no direct financial implications arising from the recommendations of this report and the Officer time required to implement the changes can be accommodated within existing resources.

Finance Officer Consulted: Michelle Herrington

Date:28/05/12

Legal Implications:

- 5.2 The terms and conditions of the beach Hut licence will need to be amended to reflect the changes recommended.

Lawyer Consulted:Name Bob Bruce

Date: 28/05/12

Equalities Implications:

- 5.3 None Specifically

Sustainability Implications:

- 5.4 None Specifically

Crime & Disorder Implications:

- 5.5 None Specifically

Risk and Opportunity Management Implications:

- 5.6 None Specifically

Corporate / Citywide Implications:

5.7 None Specifically

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

6.1 The Options have been considered in the consultation exercise.

6. REASONS FOR REPORT RECOMMENDATIONS

SUPPORTING DOCUMENTATION

Appendices:

1. None

Documents In Members' Rooms

1. None

Background Documents

1. None