

APPENDIX B

From: Samantha Jones
Sent: 19 January 2018 18:15
To: Caroline Evans
Cc: Kerry Blair; Anne Willis; Paulette Holland
Subject: Request for amendments to the street trading policy - Lowestoft Seafront

Dear Caroline

The Lowestoft Coastal Community Team (CCT) was established in 2015 to find economic solutions for the seafront and town centre. Having undertaken research and consultations with visitors and the local community during 2015 the CCT published in an economic plan (Seafront Strategy) setting out a number of key priorities, including the need to promote and grow the visitor economy and to improve the visitor experience.

Within this the study identified the need for additional and a more varied food and retail offer along the seafront.

In 2017 the Council commissioned Hemingway Design to further develop the priorities set out in the plan and to create a new Vision, creating a blueprint for an exciting new seafront offering. This emphasises the need to make better use of the Council's assets, as well as promoting more innovative pop-ups and concessions along the seafront. The aim is to attract a younger, professional demographic from the growing urban centres of Norwich, Ipswich and Cambridge. Along side the number of concessions on the seafront, the team are also looking at the role of arts, music, contemporary festivals, healthy activities and improved public realm.

In future promoting the seafront as a place to invest and do business will be advertised through the Lowestoft South Beach website <http://www.lowestoftsouthbeach.co.uk/home> and the team will be proactively contacting businesses to encourage them to locate in Lowestoft.

In anticipation of attracting more food and retail concessions to the area we would like to ask the Licensing Committee to consider changing the Street Trading policy to raise the number of permitted stalls on the Lowestoft Seafront and to remove the need for a Committee decision for each application. The Economic Development Officers will lead discussions with potential businesses to check the suitability of the proposals and how these fit with the ambitions in the Seafront Vision, in liaison with the Head of Operations and the Economic Regeneration Manager. If suitable, we would like applicants to be able to proceed swiftly to gain a licence.

We hope to gain a reputation for having a more creative and cooperative approach with new and innovative businesses, who in the longer term will help us deliver the Vision by attracting other businesses and new people to the area.

If the Licensing Committee require any further information regarding the South Beach Vision please let me know.

With kind regards

Samantha Jones
Economic Regeneration Manager
Suffolk Coastal and Waveney District Councils