



Executive Members for Regeneration

Ref. No: JAW/014/18-19

Date of Decision: 19 December 2018

ADUR & WORTHING COUNCILS

If you have any questions about this decision please contact Democratic Services on 01903 221006 or email democratic.services@adur-worthing.gov.uk

Record of Decision: Supporting a vibrant seafront with regional appeal - Giant Observation Wheel (Worthing)

Decision taken by: Worthing Executive Member for Regeneration and Adur Executive Member for Regeneration

Declaration of Disclosable Pecuniary Interests:

WBC Executive Member for Regeneration:

I hereby confirm that I do not have any disclosable pecuniary interest in this item.

ADC Executive Member for Regeneration:

I hereby confirm that I do not have any disclosable pecuniary interest in this item.

Decision:

The Executive Member for Regeneration has approved a 3 year lease agreement for the operation of a Giant Observation Wheel to deKoning Leisure Ltd (the operator) on Worthing seafront; noted the construction of semi-permanent base on the foreshore as necessary to support a base-frame for the Observation Wheel; and noted the proposals to improve, and further activate, Worthing seafront, supporting the recommendations in the Seafront Investment Plan.

Key Decision: No

Reason for Decision:

WBC Councillor Kevin Jenkins:

In March 2018 a Giant Wheel operator hired Steyne Gardens for the purpose of providing a Giant Observation Wheel as a public attraction. The attraction lasted 23 days. This was viewed as a pilot for this type of attraction, with feedback collated from residents and businesses. The Observation Wheel proved very popular with residents and visitors, with over 10,000 people experiencing the attraction within the 23 day period. This was despite the weather being unseasonably poor (March 2018).

Feedback at that time was that it was warmly welcomed but that it was there for too short a period of time, it should be a semi-permanent/permanent attraction and should be on the

esplanade and in a central location to the town centre to attract visitors to the town to support the day and evening economy.

The Seafront Investment Plan (SIP), adopted in 2017, highlights the need to renew, upgrade and activate the seafront to support the overall economic well-being of the town centre, including supporting the visitor economy to provide a 'focal point'. The Plan identifies the need for activities, including meanwhile uses and the improvement of fixed assets. The SIP identifies the seafront as the key asset for the town, and as such suggests that greater focus needs to be placed on its development (as well as the town centre) to provide greater 'experiences' connecting the seafront with the town centre, and vica versa.

I consider the seafront to be one of the key assets of the town, that is there for all residents and visitors alike to enjoy. It is part of the town's heritage and this observation wheel I believe will add to that attractiveness and aims of the town.

WBC Councillor Brian Boggis: Abstained from the decision as a Worthing matter.

Alternative Options Considered: Alternative locations have been considered on the seafront or in a public park location. This proposal is integral to the Borough's stated aims within Platforms for Places to promote the economy of Worthing and develop the visitor market. There are limited locations that are appropriate to these aims and this site is a central location to these areas of regeneration.

Other Matters Considered: There have been a small number of representations received to the Place & Economy team in response to an advisory letter to nearby residents and businesses. These have been brought to my attention along with direct comments I have received from resident/s and ward councillors. The issues raised therein are matters that are planning considerations, that are open to be raised and addressed formally in the planning application process.

Legal Advice and Issues		Financial Advice and Issues	
Sustainability Issues		Equality Issues	
Community Safety Issues		Human Rights Issues	
Reputation		Risk Assessment	
Health & Safety Issues		Representations	X

Consultation: This report was published on the Council's website on 11 December 2018. The following consultation responses were noted by the decision maker: None

Background Papers:

- [Seafront Investment Plan](#), Joint Strategic Committee, 10th December 2017
- [Giant observation wheel coming to Worthing](#), Press release, 28th February 2018

Contact Officer:

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Call-in: The call-in deadline for this decision will be 5:00pm on Friday 28 December 2018.



Signed:

Date: 19 December 2018

Name: Councillor Brian Boggis



Signed:

Date: 19 December 2018

Name: Councillor Kevin Jenkins

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