Name of Project	**Seaburn public realm**
Lead Organisation	Sunderland City Council

Total Cost of Project	Total Match Funding	**Total SIB Requested**
£168,000	£128,000 (from North Area Committee)	**£ 10,000 each from Coalfield, West, East and Washington Areas**
Project Duration	Start Date	End Date
1 year 3 months	January 2010	March 2011

The Project
The proposal is seeking £10,000 from this Area Committee towards a £168,000 package of public realm improvements at Seaburn upper and lower promenades. The project will resurface areas of the promenade, install new street furniture and planting and improve the soft landscaping of the area. This is the first phase in a more comprehensive improvement scheme for Seaburn.

The Need for the Project
The community spirit survey in 2007 and, more recently, the Sea Front strategy consultation in Spring 2009 raised the need for a more attractive, improved sea front. The consultation took place with residents from all five areas in the City who highlighted the importance of the sea front to the City.

The Outputs for the Project

Output Code	Description	2009/10	2010/11	2011/12
A4	events/programmes of work to improve appearance of streets		2	

The key milestones for the Project

Milestone and key event	Forecast Dates
Develop detailed design proposals	January 2010
Procure contractor	April 2010
Commence works on site	May 2010
Completion of first phase of works/project	July 2010

Recommendation: **Approve:**
- The project will enhance one of the City's key assets and help to improve visitor perceptions of the City as a whole
- The project is not part of the scheme being developed under the £1m Sea Change funding. It is a separate project focusing on the improvement of Seaburn as a family resort
- This key location will kick-start the wider regeneration of the seafront, attracting investment to the City. The Seafront Regeneration Strategy relies to an extent on investment from the private sector. Investment in the public realm will demonstrate an improvement to the area and increase developer confidence and attract spend from the private sector.