Bridlington Regeneration Partnership

Regeneration update

Tourism Visitor satisfaction survey results show:

Slightly less enjoyable than other resorts, but more likely to be recommended
Restricted range of attractions and less to do in the evenings
Better than average choice of places to eat and drink
Poorer range of shops and shopping environment
Cleaner sea and beach environment

Visitor characteristics

Lower share of day visitors (41% cf 70% average for all resorts)
More repeat visitors
Much lower share of first time visitors (8% cf 19% average)
Predominantly low spending visitors (typical of seaside resorts)
Higher proportion of visitors in staying caravans

Reasons behind this

Relatively good performance due to:
Environmental quality (clean beach)
Popular static caravan offer
Repeat visits, but shrinking market

Underperforming because:

Shrinking core markets, least demanding visitors
Low spending of visitors
Poor-ish appeal to catchment area, other than seaside offer
Small marginal businesses (common to most resorts)
Strong competition from short break market
Unable to respond in a big way to structural changes in tourism

WATCH OUT FOR YOUR NEXT EDITION, WHICH WILL UPDATE YOU ON THE MASTERPLAN FOR BRIDLINGTON

Picture courtesy ERYC Tourism

Conclusion : diversify to succeed in the future, otherwise outlook is not good.

Forecasting demand in Bridlington's key markets:

- Employment.
- Retail floorspace.
- Business space.
- Population growth and housing.
- Tourism and watersports.

The Vision and Strategic Objectives

The Vision

'A nice place to live by the seaside: visitors welcome'

-Emphasises getting the town fit for its residents which is the growth market - good for business, shopping, leisure, culture etc

-Emphasises a nice place to live is a nice place to visit

Assets and opportunities

- Attraction of living by the seaside.
- Good base for diverse economy (just too little of everything).
- Beautiful natural environment (Coast, Headland and Wolds).
- Compact town centre – linked to promenades.
- Gypsey Race – but hidden.
- Unexploited heritage but harbour is not integrated.
- Old Town heritage.
- Spa building and facilities - established conference and events market.
- Large self employed sector (with evidence of entrepreneurial initiative).
- Sheltered bay with good conditions for water sports.
- Good sailing waters.
- Picturesque working harbour with successful shellfish industry.

Opportunities

- Recapture lost expenditure
- Important in-town residential market
- Growth in activities markets
- Marketing and image – e.g. cluster approach
- Promoting whole fishing industry
- Stimulating enterprise and small/medium businesses

Where is Bridlington going wrong?

Key Issues

- Poor retention of catchment spending.
- Impact of seasonality on key parts of town centre.
- Town centre riddled with market failure.
- Accommodation dominated by small business, who need help to respond to new markets.
- Access and severance constraints.
- Caters to the least demanding sectors of the market, so not responding to rising expectations.
- Poor skills levels/Low incomes.
- Little representation from growth sectors of economy.
- Core tourism market is shrinking.
- Large dependency on caravan market
- Poor supply of business services in the centre.
- Central property, accommodation and usage not appropriate to today's demands.

Other presentations included progress with work on the Spa Refurbishment Study, the Business Premises Study and the Transport Study. Particular interest was given to the range of options for a revised marina scheme and the analysis that is being undertaken. The importance of integrating any revised scheme into the town centre and the harbour was emphasises and supported.

Your views on the work and information about Bridlington that have been presented so far are encouraged: email Bridlington Regeneration Office at bridlington.regeneration@eastriding.gov.uk or write to us at Bridlington Town Hall, Quay Road, Bridlington YO16 4LP.

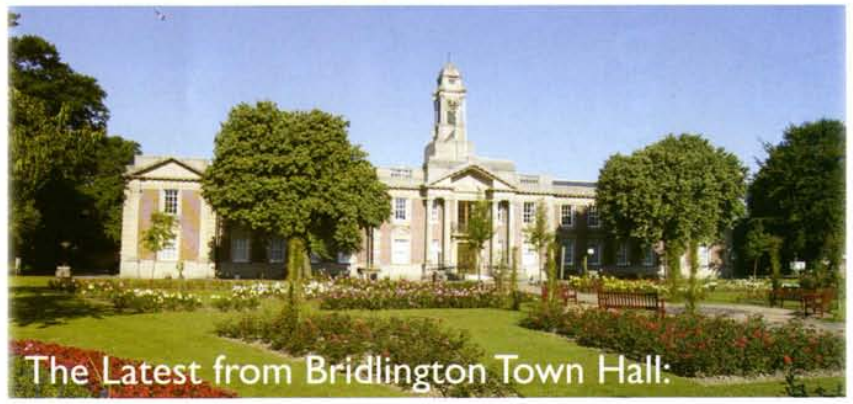
Bridlington Regeneration Partnership

Regeneration update

ISSUE No. 2 SPRING 2004

Bridlington

REGENERATION PARTNERSHIP NEWS



The Latest from Bridlington Town Hall:

GOING FOR GOLD IN 2004
BRIDLINGTON
BRITAIN IN BLOOM

First stages of new Regeneration Plan revealed by Consultants..

at Regeneration Partnership meeting 27th April 2004

The work on the new regeneration plan is progressing well. This is targeted to be reporting to the Regeneration Partnership and the Council in June/July 2004. The consultants undertaking this work presented their "half time" report at the end of April. This special edition of Regeneration News provides a glimpse into that presentation...

Aims of strategic review:

- Identify reasons for market failure so they can be corrected.
- Establish reasons for under performance.
- Identify opportunities for improving performance.

Purpose of the regeneration strategy:

To achieve physical change that the market will not on its own deliver.
In order to: To deliver physical developments
By : Improving competitiveness and local quality of life.

Goal

Turning Bridlington around so it can look after itself (economically sustainable)

The strategy needs to lead to a deliverable plan that justifies public expenditure and delivers benefits that are well in excess of costs.

Bridlington's economy operates on three levels and needs to be competitive on all of them:

Goods and services sold locally (including inter-trading between businesses).

Goods and services sold further afield

Income imported from further afield (tourism)

What makes a seaside town competitive?

A diverse economic base (labour force, property offer, environment, access, etc..)

An attractive place to live evidenced by strong population growth with ease of access to other places (good environment, attractive town centre, good housing choice, good schools, and diverse leisure offer – all contributing to a good quality of life)

A diverse consumer service offer capable of competing effectively for spending power of its catchment (shopping, leisure and entertainment, personal service)

Challenges for seaside tourism:

- Shift away from long UK holidays at home, to going abroad.
- Growth in multiple holiday taking and short breaks, but dominated by cities and historic places.
- Growth in holidays abroad, with cheap air fares.
- Rising expectations of quality
- Growth in activity and special interest holidays.

Special Edition - 4 pages of the latest regeneration news...

Regeneration update

Issue No. 2
Spring 04

Be proud of Bridlington
IT'S YOUR TOWN

The features of a successful town centre

• A mix of civic, cultural, leisure, retail, office based employment, higher education services
• Distinctive identity (heritage, built environment, public space, culture)
• Broad market appeal serving all sectors of community

Good practice and effective regeneration of town centres

Every piece of land in the town centre should have a particular function:
The function depending on:
What kind of wealth is it best placed to generate
What kinds of service must it deliver – to whom, what, where
What additional services it needs to deliver well being

Bridlington town centre needs to be competitive in each of its markets

It should contain a concentration of the factors that drive the town's competitiveness (skills, investment, innovation, enterprise, and competition)
Bridlington town centre should be unique and unsubstitutable capabilities
Bridlington Town centre needs to have good connections with other assets

Major change requires major projects to change perceptions of what a place is capable of

Major projects with major public space and public buildings have the greatest impact
Concentrated public sector investment achieves the greatest effect and greatest progress towards the goal

Combining a whole range of development policies Bridlington needs to:
Help its existing businesses grow to achieve high and stable levels of economic growth and jobs, and encourage new business
Use the full potential of the physical, cultural, and heritage assets to achieve a balanced sustainable economy
Reduce deprivation and promote inclusion
Protect and enhance the natural and built environment

What Bridlington people want?

More, and better jobs (so the young won't leave)
A more diverse economic base, less dependent on tourism
A better quality town – including the central area and what it offers "Cleaner and better maintained"
More and better located parking
Less adverse impact of seasonal tourism (congestion, noise, anti-social behaviour)
Better performing schools, especially secondary
Better connection between town centre and Old Town
Maintain Bridlington's distinct identity
Better facilities to enable future sustainability of fishing industry

Those who welcomed a marina proposal still want one, as a way of taking the town forward
Traffic and parking excite the most passion – but this is typical of everywhere.
The need to extend the holiday season as a means of invigorating the local economy, whilst also widening the attraction for families and other visitor groups.
Most ideas put forward are about tourist attractions

BUT

The big challenge is that these suggestions for tourist attractions are made against the background of a shrinking tourist economy in the UK. Big self-contained tourist attractions tend to be of little benefit to the general economy, other than creating some employment at the attraction.

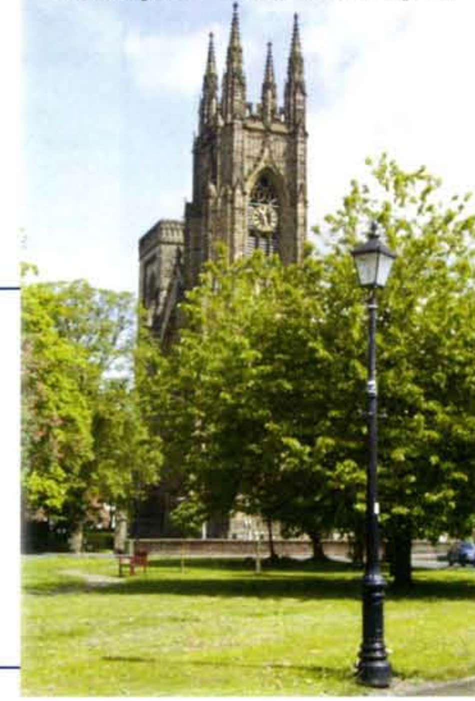
How does Bridlington measure up?

Population growth 1991 to 2001 - total 6% overall which is good.
(All figures are % growth - compares well with other seaside towns)

Age group	Bridlington	East Riding	Yorks/Humber	England
0 to 15	13	6.3	3.1	4.7
16 to 64	5.4	6.3	2.6	4.4
65 and over	2	14	2	3

Employment change 1991 to 2002
(Bridlington +5%, Yorks & Humber +11%, England +16%)

	Change in numbers of jobs
Agriculture, fishing, energy and water	-64
Manufacturing	-298
Construction	87
Distribution, hotels and restaurants	568
Transport and communications	-159
Banking, finance and insurance	-43
Public administration, education and health	299
Other	159
Total	**469**



The original centre of Bridlington

Jobs per 1000 population for comparable UK seaside towns

	Business Service	Retail	Tourism *(SWRDA def.)	Workforce Qualifications NVQ 3 + (%)	No Qualifications (%)
Bridlington	23	55	16	17	40
Folkestone	79	69	37	20	31
Llandudno	35	142	77	22	35
Whitley Bay	25	40	13	35	21
Whitby	35	83	36	19	37
Scarborough	56	81	49	25	3
St. Ives	88	50	61	22	29
Torquay	41	62	55	21	29

Direct tourism jobs account for only 10% of employment in Bridlington (including self employed), making Bridlington significantly less dependent on tourism than other comparable seaside towns. *SWRDA def - Based on the South West Regional Development Agency definition

Occupational Structure of Bridlington (%) 2002. (Before Hibernia Foods & Turner Brothers closures)

	Bridlington	East Riding	England
Management and Professional	20	25	26
Technical, administrative, secretarial	19	25	27
Skilled trades	16	14	12
Personal service	9	7	7
Sales and customers service	10	7	8
Process (plant & machine operatives)	11	8	9
Elementary occupations	15	12	12