



Bridlington



REGENERATION PARTNERSHIP NEWS

update



photo courtesy of Simon Kench



Early stages of Regeneration taking shape

As highway improvement work continues on Quay Road, the benefits of streetscene upgrades are clear to see. Contractors working on behalf of East Riding of Yorkshire Council started re-paving works in March and are working along each side of Quay Road from the roundabout to the level crossing. The high quality paving design has had a major effect on lifting the appearance of the area, and work is due to be completed towards the end of July. The scheme shows an investment of around £120,000.

To complement the paving work, orders have now been placed for ornamental black and gold railings to be replaced around Victoria Gardens, in front of the Crown Buildings, for work to be complete in time for Britain in Bloom judging on 6th August.

This will be the first stage of the "Urban Realm" environmental improvement programme which will see £200,000 spent on a range of small projects aimed at raising standards of public areas around the town. Feedback from

members of the Urban Renaissance Town Team and the Regeneration Partnership shows that the highest priorities are for improvement to seafront gardens, tree planting and new street furniture (bins and seats).

Work has already started on upgrading Lamplugh Gardens on North Marine Drive and new ornamental railings have also been ordered for Crescent Gardens on Marlborough terrace, again in time for Britain in Bloom judging. Further new tree planting work will continue in Autumn and litter bins are also expected to be installed for "In Bloom" judging. Other projects are still at the planning stage, but look out for further updates in this newsletter.

When we asked two of the businesses located on that stretch of Quay Road about what they thought, this is what they said: Mr. Batchelor, of Batchelor Soft Furnishings said "The footpath has made a vast improvement" and the Manager from Manor Plumbing and Heating told us "It looks really good".

Regeneration



IT'S YOUR TOWN

Early Feedback from the Business Premises Study

Around fifty local businesses were interviewed to find out what they can tell us about being in Bridlington. This is what they said :

- Existing businesses are not looking to move away from Bridlington – they have become established
- Decision to locate in Bridlington is usually because the owner is local, has become established here and employs local people
- Property and land are good value and has influenced the way businesses locate here, compared to elsewhere in the East Riding or North Yorkshire
- Traffic congestion and lack of town centre parking deter office based businesses from locating in the town centre

And on particular issues :

- Business Decisions – most start and continue locally, with decisions made in Bridlington
- Growth Expectations – those interviewed anticipate growth in turnover and employment
- Recruitment and Skills – the net must be cast further afield for higher skilled staff, which may not be available locally, but this is not necessarily a problem
- Purchasing Services – there are no particular patterns, as each business has differing needs which may or may not be available locally



Bridlington Business Centre - a huge success story

- Markets – goods are just as likely to be sold locally as further afield
- Transport Links – those interviewed do not see the remote location of Bridlington being a problem to their business

Watch out in next Newsletter for more information and feedback from the Business Premises Study

Early feedback from the Transport Study

The first feedback from the major traffic surveys carried out in April has just been received, which shows that Bridlington has quite a unique traffic flow. Most surveys would be expected to show peak traffic movements during "Rush Hour" early in the morning and around teatime. However, Bridlington has its very own "Rush Hour" between 11am and 12 noon, when numbers of vehicles on some roads are similar to the period between 8am and 9am. Some other interesting points:-

- A165 between 6am and 9am – 1191 leave Bridlington, but only 784 travel into Town.
- A614 in the same period 1055 leave Bridlington with only 829 travelling in.
- Flow on both roads are more even at teatime. The busiest road between 4pm and 6pm is Flamborough Road (surveyed near The Seabirds) going out of town.



The new Cottage Farm development on Bridlington's north side is one example of the resort's booming population growth - as identified in *The Times* recently.

"Des Res" in Bridlington? – "Be Quick" says *The Times*

After a recent enquiry at the "One Stop Shop" in Prospect Street, Bridlington featured in *The Times* newspaper on 21st May. Reporter, Jayne Dowle, said "Be quick if you want to move to Bridlington. Bridlington is becoming a happening place, with East Riding property prices rising more than 30% in the last year. With the average detached house price at £194,000, this is still £125,000 less than the south east of England, but shows that there is staggering growth of interest in Bridlington which is fast gaining ground on other Yorkshire favourites of Beverley, Scarborough and Whitby." The article quotes Mike Skelton of estate agents, Promark, who puts the price rises down to an influx of people from the rest of Yorkshire, and even further afield. He says "I know of people who commute to Leeds, a 90 minute drive away, but mainly on uncongested roads. They're moving to the coast for a better quality of life, and the internet means they don't have to be in the workplace every day."

Next time you wonder why Bridlington is becoming so popular, look across Bridlington Bay and think about where you would rather live – and that's before regeneration!

East Riding College - Apology

We would like to apologise for an inaccuracy in the first newsletter where we referred wrongly to East Riding College, as East Yorkshire College. In fact, the former East Yorkshire College merged with Beverley College over 2 years ago to form East Riding College which has training campuses at St. Mary's Walk in Bridlington and Gallow's Lane in Beverley.

The College has a long standing commitment to, and reputation of working in the community in Bridlington, and provides a large number of training courses open to all, including vocational qualifications for people leaving school at 16. Additionally the College has been a member of Bridlington Regeneration Partnership since 2001 and has worked closely with many organisations across the town on a variety of projects - including leading the 'Learn Bridlington' & 'Construction Training' initiatives, both part of the 'Thriving Bridlington' programme.

Contact the College on: Telephone 01262 458800 or visit www.eastridingcollege.ac.uk



"Thriving Bridlington" – Only 10 months to go

"Thriving Bridlington" the regeneration initiative funded by Yorkshire Forward is now in the last ten months of its three year programme. One of "Thriving Bridlington's" main aims is to provide training, and prepare people for work, especially when they have been unable to find work, or have lost their job and need re-training. Other projects through "Thriving Bridlington" include :

- Grants for holiday accommodation
- frontage improvements

- Learn Bridlington – a wide range of learning opportunities
- Construction related training
- Opportunity Knocks – Business support, training and advice
- Everyone's Welcome – A range of projects open to the community, many through Bridlington Community Partnership at the Community Resource Centre on Victoria Road

There is still plenty of time for people to benefit from the "Thriving Bridlington" programme. To find out if one of the projects might be able help you, contact the One Stop Shop tel: 678054

Watch out in Bridlington Free Press and East Riding Mail for more information on the "Thriving Bridlington" projects – coming soon!

update

The suggested vision for Bridlington is "A nice place to live – visitors welcome"

Q. What does this mean?

A.

There are over 35,000 people resident in Bridlington and some of the problems that have been identified have come about by the historical decline in the tourist market. The vision is aimed at focusing our attention on the whole town. If the town can become a better place for people that live here then it will also improve its appeal to visitors and tourists.

Q. Why is this so important?

A.

Feedback from the Open Forum held in February told us that many people want to see the town centre improved. There are many local businesses that depend upon local trade, and if improvements can be made to make the facilities and environment of the town more attractive to our residents and visitors, then that will help our local economy.

Q. What about the "Big Ideas" that were suggested earlier in the year?

A.

What is really needed is good quality facilities that can be used all year round by residents, in comfort, creating all year round employment and a sustainable economy. If the "Big Ideas" will help to achieve this then there may be a place for some of those suggestions in the future.

Q. So what will put Bridlington back on the map?

A.

Bridlington is already on the map for a number of very good reasons and we should build on those successes. As well as increasing numbers of people choosing to live here, thousands of visitors happily come here time after time. Regenerating the town to a standard that our residents deserve will automatically make it more attractive to visitors, and if that leads to a big tourist attraction being created then that would be a bonus.

For your general comments on either Regeneration issues or the Newsletter please send your views to:
bridlington.regeneration@eastriding.gov.uk

Watch out for more Questions and Answers in future editions. If you have a question then please contact us. Tel: 401112.

Regeneration