

Congratulations to all these new businesses opened recently - all helping to regenerate Bridlington

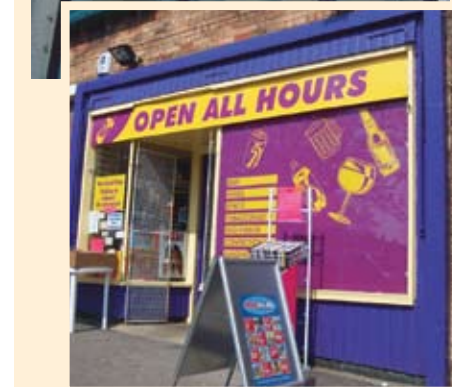
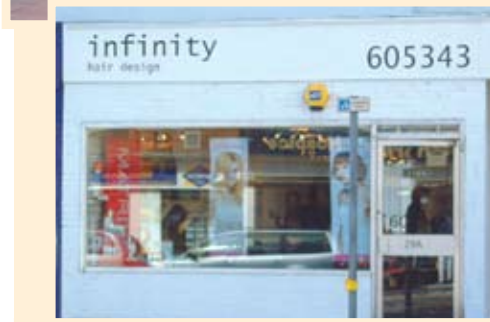


New Businesses in Bridlington

- Sophisticutz – Hairdressers, The Promenade
- Vicky Paul – Ladies Fashion, The Promenade
- Cheeky Monkey – Shoes and Handbags, Manor Street
- Kaleidoscope - Children's Fashions, Chapel Street
- Icy Tea – Gaming and Internet Store, Chapel Street
- The Color – Hairdressers, Flamborough Road
- Infinity – Hairdressers, Quay Road
- Additions – Handbags and Accessories, Manor Street
- Open All Hours, Convenience Store, West Hill
- Coast – Restaurant, South Cliff Road
- Cloud 9 – Complementary Health & Beauty, Hilderthorpe Road
- PC Solutions – Computer Software, Hilderthorpe Road
- Identity – Tattoos & Piercing Parlour, Hilderthorpe Road
- Mercury UK – Contract Services, Bridlington Railway Station, Station Approach
- Premier – Off Licence & Groceries, Wellington Road

and there are more to come..

If you know of a new business that has opened up recently in Bridlington, and would like it featuring in the Newsletter, then contact the Regeneration Team on 01262 401112



Regeneration update



Bridlington

REGENERATION PARTNERSHIP NEWS



Another £1 million investment

Demolition starts on the Hilderthorpe Road site

A MILLION POUND PLAN to redevelop part of a major town thoroughfare is now underway.

The work is funded by the Richardson family who have been established as an independent main Ford dealer for over 90 years. The re-development, has seen the rear of the former Rymer-Schorah furniture showroom on Hilderthorpe Road demolished to make way for a brand new car showroom

The existing adjacent showroom will be demolished to make way for a new workshop and the bodyshop on Savage Road will be refurbished including a new roof. Plans to develop 12 houses on what will be the former workshop site has been agreed by the East Riding of Yorkshire Council. The planned houses are a mix of semi and detached style. The £1m investment will go a long way to improving that particular area of Hilderthorpe

Road. It also contributes towards the Regeneration Strategy's aim for up to 800 new housing units in the central area by 2016.

The business has been in the same family since 1912. Started by Percy Richardson, it is now in the capable hands of Toby, who is the Managing Director. Toby, 35, is the fourth Richardson generation to be involved in the running of the business. Between the two dealerships in Bridlington and Driffield there are 62 employees.

"We are investing around £1m which will vastly improve the business and this particular end of Hilderthorpe Road. It is a main route into the town and what is now an eyesore will be more pleasing visually," said Toby. "We are also very keen to use local resources wherever possible. As well as our Ford dealership, we will be expanding our used car selection where we will specialise in prestige cars, particularly Jaguars."

Bridlington Area Action Plan - Consultation Starts in June

Preparation of the future planning framework for Bridlington – the Area Action Plan (AAP) is now fully underway. It will cover the town of Bridlington and the villages of Sewerby, Bessingby, Carnaby and Haisthorpe.

An Issues and Options Consultation Paper will be published for public consultation and your comments invited for a six week

period during June 2006. A special leaflet will be issued with the July Regeneration News setting out details of the consultation process.

The Issues and Options Paper will contain three main sections for the future development of Bridlington.

- A set of four strategic issues including: the Vision for Bridlington; regeneration of the Town Centre; the role of the Harbour; and tourism in Bridlington.
- A series of 'Topic Issues' which include employment; housing; shopping and related town centre uses; movement and parking; community facilities and

open space; the built and natural environment; and flooding and coastal issues. And

- Measures needed to implement and monitor delivery of the AAP strategy.

More details of these will also be in the special leaflet with the July newsletter.

The Bridlington Issues and Options Paper will be available on the Council's website www.eastriding.gov.uk or via a link www.bridlingtonregeneration.com. This is the first stage which will lead to the AAP becoming the formal planning framework for Bridlington.

Be proud of Bridlington

IT IS A GREAT PLACE TO LIVE

Improvement to Chapel Street begins



The various surface treatments for Chapel Street laid out for the Town Team at Marshals' depot in Halifax

The upgrade of Chapel Street in Bridlington has begun as part of the Yorkshire Forward supported Urban Renaissance programme in the town, and will contribute towards the aim of creating a clearer more identifiable town centre with improvements to public space.

The improvements will increase the pedestrian space in this part of the town, which will make it easier for shoppers to browse in this key retail area. The scheme will display quality, practical materials and furniture, this will automatically improve the appearance of the town centre.

The scheme as a whole is programmed to be completed by November 2006 just in time for the completion of the complementary retail development on the site of the former Methodist Chapel in the same street. This has been undertaken by private developers, Threadneedle Properties.

Watch out in the local press and radio traffic bulletins for details of work and road closures.

New Guides to aid regeneration

Bridlington Regeneration Partnership has helped to develop another new leaflet for Bridlington "Eat in Bridlington" which lists many of the restaurants, cafes, and takeaways in and around the town. All local food outlets were asked to confirm

their details for inclusion as a free listing, with some taking a larger paid advertisement. Unfortunately, this year the response to the offer of free listing was fairly low, but it is hoped that interest will be higher next year. The "Eat in Bridlington" leaflet comes on the back of the Old Town Trail and Maritime Trail Leaflets, produced in partnership with East Riding College, and improvements to the Bridlington Mini-Guide have been made through working with the Council's Tourism Team. The Regeneration Partnership News continues to be produced monthly to give updates on the progress of Regeneration projects in the town, delivered with East Riding News by post.



Pictured with the leaflets are staff for the Bridlington Regeneration Team : L to R - Liz Philpot, Dale Chapman, Andrew Hewitt (back), Denise Cowling, Simon Melhuish (missing from picture John Lister, Nigel Atkinson and Emma Tindall)

A new look to Regent Gardens

As part of the ongoing landscape improvements to Bridlington, Regent Gardens is in its first stages of raising standards and restoring the quality and appeal of public space around Bridlington.

Regent Gardens will provide a striking vibrant focal point and will be designed to encourage the public to use the gardens and promote a new quality from which Bridlington can improve its town appeal.

The area will become more pedestrian and seafront focused, improving linkages to the important spaces of the Esplanade and Leisure World by extending the Esplanade in to Regent Gardens and vice versa. There are many other positive aims to this scheme that will benefit the town, which will include a more vibrant and relevant identity and focus, reduction of clutter, maintenance of green space and access round the area, as well as a focal point for coach loading and drop-off facilities.



The striking new Regent Garden Designs

The maintenance of residents' parking and providing options for a degree of public parking has been taken in to account in this scheme.

Early consultation on four initial options with local East Riding and Bridlington Town Councillors has shown support for Option 2, as long as car parking issues can be dealt with adequately. The Regeneration Partnership Town Improvement Forum also favours this option. Other local groups have been asked to comment on the options, and feedback will be considered as the design is developed.

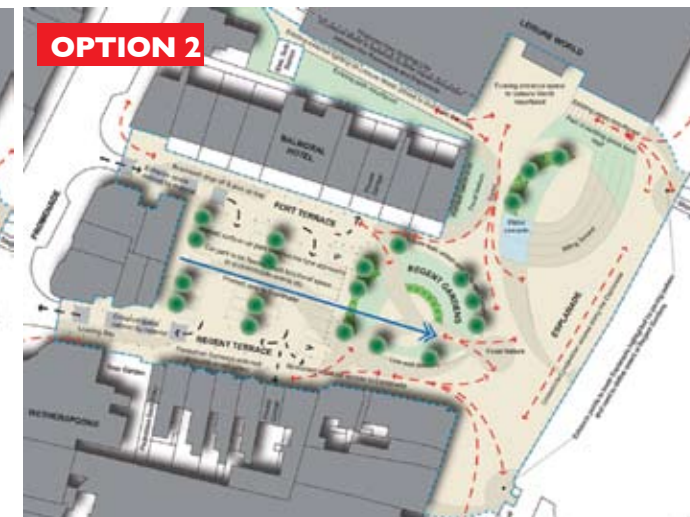
There are two design options that are currently under consultation (see diagrams above), the timescale for delivery of this project is likely to be Autumn 2007.

If you would like to look at the proposals in more detail, with the accompanying feasibility report, visit www.bridlingtonregeneration.com or call the Regeneration Office on (01262) 401112 to receive a copy.

Did you know?

Almost £1 million has been invested in public spaces in Bridlington in the last two years, on top of the regular maintenance budgets that the Council has, to look after public areas including highways, footways, lighting, gardens and the seafront Promenades.

Between April 2004 and March 2005 at least £375,000 was spent on improvements to Public Spaces in Bridlington.



Some of the main projects were:-

- Lamplugh Gardens, North Marine Drive £17,000
- Decorative / Christmas Lighting £20,000
- Quay Road Footway (Roundabout to Crossing) £60,000
- Quay Road Footway (Crossing to Cenotaph) £70,000
- Ornamental Pedestrian Signs £62,000
- Britain in Bloom (Bridlington Town Council) £20,000
- Regeneration Programme Small Projects (Tree Planting, litter bins, new railings) £100,000

Projects completed between April 2005 and March 2006, at a total value of £563,926, include:

- Tree Planting Ph 2 £30,000
- Decorative Lighting Ph 2 £14,000
- Flagpoles (Town Council project) £10,500
- Town Entry Signs (inc. Town Council Contribution) £50,000
- Quay Road/Queensgate Junction Improvement £304,000
- Bus Stop Improvements £110,000
- North Promenade Lighting Improvements £6,500
- Regeneration Programme Small Projects £45,000 (Maritime Trail, new footways, public gardens, etc.)

The Town Team and Town Improvement Forum of the Regeneration Partnership will be involved at their next meetings in developing the programme of small improvement schemes for the forthcoming year. These schemes are aimed at supporting the major projects planned through the Regeneration Strategy, which take longer to bring forward.

The next Town Team meeting will be held on Wednesday 7th June 2006 starting at 6.30pm at Bridlington Town Hall in the Council Chamber. Meetings are held every six weeks. If you would like to join the Town Team, please contact The Regeneration Office, details below.

How to contact Regeneration: **IN PERSON** or **BY LETTER:** TOWN HALL, QUAY ROAD, BRIDLINGTON, YO16 4LP

BY E-MAIL: bridlington.regeneration@eastriding.gov.uk

ON THE WEB: www.bridlingtonregeneration.com

BY PHONE: 01262 401112

If you or anyone you know would like this newsletter in a different format, ie large print or other language, please contact us.