

This month we celebrate more new and expanding businesses in the Bridlington area, who have shown their confidence in the long term regeneration of the town.

**Congratulations to all those concerned from the Regeneration Partnership.**

If you know of or have a new/expanded business you think should be given some much needed publicity here, please get in touch with the Bridlington Regeneration Team on 01262 401112



Subway Sandwich Shop, The Promenade



Gallery 49, High Street, Old Town



Williams Financial, High Street, Old Town



Little Angels, Landsdowne Road



Impressions II - Quay Road, Bridlington



Belinda K, Prospect Street



The Village Bakery, Flamborough



Flamborough Pharmacy



Flamborough Chinese Takeaway

**REMEMBER: SHOP LOCAL THIS CHRISTMAS**

**'Calling all Businesses'**

If you have a local business and want to turn over a new leaf for 2007, then why not find out if you could qualify for Grant Assistance, either towards property improvements, or to help with Marketing and Promotion. Contact Town Centre Management on 01262 678054 or call into the 'One Stop Shop' on Prospect Street,

for more details. *N.B. If you are planning to apply - please DO NOT do any work until your application is approved.*

You may also be able to access free help and advice through the 'Opportunity Knocks' Business Support Project, based at Bridlington Business Centre, Tel: 01262 401399 for more information.

**Town Team**

**Corner**

October's meeting was very well attended, as it focused on the new Sewerby Hall/Marton area study which has just been completed by Meadowhead consultants. A fascinating set of proposals was presented (see front and inner pages). November's meeting introduced the Youth Forum to the Town Team, with a presentation in conjunction with our Town Team Coordinator Adam Strickson and extended secondary school's Coordinator (and Town Team member) Simone Wilkinson. Next planned meeting is after Christmas (dates and times for 2007 in next newsletter) Call 01262 401112 or watch local press for details.

*Martyn Coltman, Renaissance chair.*



Regeneration update



**Bridlington**

**REGENERATION PARTNERSHIP NEWS**

A Very Happy Christmas and a Regenerated New Year from The Regeneration Team



Sewerby Hall & Gardens - the jewel on the Yorkshire Heritage Coastland

**Sewerby Regeneration Plans revealed**

Sewerby Hall & Gardens makes a significant contribution to the local economy, attracting up to 180,000 visitors annually. In addition, there are over 200 education and learning sessions with various groups each year. Recognising the importance of the roll that Sewerby Hall & Gardens can play in a prosperous future for Bridlington, the ongoing 'Masterplanning' process aims to develop a long term plan for the Estate for the benefit of both local residents and visitors for years to come. Following the earlier update in August (issue 26), this month's edition of Regeneration News sets out the preliminary ideas from the study work.

At the RenaissanceTown Team meeting on 11th October, details of the review of Sewerby Hall & Gardens, and development of a Masterplan were presented. The work commissioned by the East Riding of Yorkshire Council, and carried out by consultants, Meadowhead Projects Ltd. of Preston, has been undertaken to:

- Examine how the Hall & Gardens can contribute to the wider regeneration of Bridlington, as one of the most popular visitor attractions in the area;
- Develop a Business Plan to ensure that additional income can be secured to support the Hall & Gardens for the foreseeable future;
- Review the case to proceed with a Heritage Lottery Fund bid for proposed restoration of the Hall, and historic park to its former status.

Earlier in the year, workshop sessions were held with Bridlington Town Team, and with those with a direct interest in the Estate (staff, businesses within the grounds, adjacent property owners, etc.). These sessions helped to identify:

**Strengths, Weaknesses, Opportunities and Threats**

This feedback provided by local residents, and people with a direct or indirect interest, in the Estate has

helped to shape the conclusions now put forward by the Council's consultants Meadowhead Projects Ltd.

There have been many other sources of information used as background to the work, including :

- surveys over recent years of visitors both to the Estate, and to the wider Bridlington area
- Bridlington Regeneration Strategy and Bridlington Renaissance Town Charter
- local and regional policies for Tourism, Economic Development and Planning

The first stage of work was to identify the main problems and issues :

**Access, arrival and departure** – little use is made of the superb ornamental feature arch at the east end of Main Street, or the Lodges (some are listed buildings);

**Car park** – occupies a large area of the historic park land, it is not big enough (200 spaces) to cope with growing popularity of special events (requires overspill to cliff top at present), it has to be closed in winter when icy due to the gradient;

**Poor communication to visitors on arrival** – what is on offer is unclear; leaflets are provided on arrival while pay boxes operate, but not in winter; much of the offer is not apparent;

**Limited detail on the visitor offer** – outdated (compared to other visitor attractions), limited offer (multiple offer but nothing with major impact), municipalised (litter bins have ERYC marked on them rather than SH&G), lacking added value appeal (for repeat visits or cross section of all ages), loss of character (as a traditional country house);

**Linkages with other Bridlington assets are not evident** – little to signpost visitors to other attractions or places of interest eg. Old Town (and Trail), Harbour (and Maritime Trail), other Museums, Flamborough Head and Heritage Coast, Bempton RSPB Visitor Centre.

**more details on next page...**



# Be proud of Bridlington

## IT IS A GREAT PLACE TO LIVE



Regeneration update

Designed by Burlington Design, Bridlington 01262 609300

### PRELIMINARY PROPOSALS - IN DETAIL...

Analysis of this and many other physical details and other issues, leads to the main options and opportunities :

- Restore independent identity and character to the Estate – short term changes may be quite easy to implement but could make significant impact;
- Access and arrival - Remove parking from the historic footprint of the Estate, and provide alternative 700 space parking for cars and coaches (location to be determined);
- Create main point of arrival to the Estate, using Lodges, and area around Main Street and Church Lane junction;
- Extend the Land Train into the Estate and restrict through traffic in Sewerby Village for all except buses, deliveries and resident access (similar to Robin Hood's Bay);
- Home Farm – bring back in to the main Estate and develop potential as a children's visitor attraction based around small animal/indigenous species (enable by relocation of the zoo), working period farm to support country house; educational resource;
- Catering – expand to occupy existing outbuildings in Clock Tower, courtyard and zoo area to provide high quality café/restaurant with locally sourced menus;
- Retail outlet - create retail craft outlet to provide a shop window for local craftspeople (and signpost visitors the Old Town galleries etc.), which could include guest workshop space for demonstrations;
- Holiday Accommodation – provide some holiday accommodation within the site, income from which would help to sustain the operating costs of the Estate, and include VIP access to all areas of the Estate;

- Outdoor events – restore parkland to open access, rather than present use for pitch and putt golf (this is duplicated at the adjacent golf course, and on the cliff top); provide open air amphitheatre in natural valley, north of Sewerby High Road; provide open air auditorium area with stage in natural valley on site of existing car park; retain area in front of Hall for certain events use with House/cliff top as backdrop.

**Methods of Charging**  
The proposals put forward would result in day-to-day free access to the parkland of the Estate at most times, but with charges for specific elements within the Estate ie. Hall and ornamental gardens, re-developed visitor attraction at Home Farm. The proposed layout and operational boundaries of the Estate would enable charges to be made at the perimeter of the Estate when special events are being held in the outdoor arena spaces.

The whole thrust of the proposals are based around three main themes :

- Leisure
  - Human History
  - Natural History
- All three provide strong connections with the rest of Bridlington's offer, and make a major contribution to the attractiveness of the area to tourists, whilst at the same time providing an excellent educational resource for both residents and visitors.

The work has produced a mission for Sewerby Hall and Gardens :

A more detailed report and feedback questionnaire is available on the website [www.bridlingtonregeneration.com](http://www.bridlingtonregeneration.com), or by contacting the Regeneration Office Tel: 01262 401112.

### Next Steps

Please let us have your views on these proposals by December 22nd 2006, and all feedback received will be used to make a formal report to the East Riding of Yorkshire Council, to enable a decision to be made on whether the Council will move to the next stage of the Master-planning process with all or some of these recommendations.



NEW GRASS, STEPPED AMPHITHEATRE FOR EVENTS/PERFORMANCES



NEW PERFORMANCE ARENA ON PRESENT CAR PARK SITE



NEW PRESTIGIOUS ENTRANCE THROUGH ARCHWAY

SOME OF THE MAIN FEATURES OF THE PRELIMINARY PROPOSALS FOR SEWERBY HALL & GARDENS



NEW 'HOME FARM EXPERIENCE' / ZOO ATTRACTION