





Regeneration update

# Be proud of Bridlington

## IT IS A GREAT PLACE TO LIVE

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### Looking at maintenance issues and improving the street scene...

Fred said: "The patrol boat that is used in conjunction with the life guards is fully serviced during the winter. Bridlington just would not be Bridlington if we didn't offer these facilities and over the years people have come to expect this high standard."

Essential servicing work is carried out during the winter to ensure the smooth running of the ever popular landtrains and the 16 boats on the Spa boating lake.

"The landtrain is a great success. The view from Sewerby Cliff top is stunning and they run non-stop throughout the season until October."

"I meet people who visited with their grandparents and have so many happy memories which they've handed down to the next generation. We aim to continue this legacy and ensure a safe happy time for all those who use our facilities. "We may not always be seen but we work extremely hard to make the most of our wonderful beaches and promenades for both residents and visitors."

#### COMMUNITY WARDENS



**HIGH visibility community wardens** are a reassuring presence in Bridlington. Since they came onto the streets, the 10-strong-team have proved effective in reducing intimidation and fostering a feeling of safety and goodwill.

But Bridlington's wardens don't just address problems like rowdy trouble makers, underage drinkers and litter. The wardens often come up with successful diversionary schemes to encourage youngsters off the streets. Phil Darby, team leader for the Bridlington Community Wardens said the 'Battle of the Bands' was without doubt a highlight. The scheme encouraged budding

musicians and their following to demonstrate their skills with the opportunity of winning time in local recording Studio CCS. The winners, Broken Secrets won £200 voucher for time in the recording studio. This family orientated event was organised and run at the 3Bs entertainment centre along with staff from Christchurch, Gasworx and CCS studios. The resounding 'alcohol free' success accommodated 350 youths and plans are already being drawn up for next year.

Phil noted: "There is a 'will' within Bridlington for everyone to work together to improve the environment and deter crime. If it looks good and it's a better place, it will attract tourists who bring in the income, creating jobs. It is an ever evolving process."

The team are also involved in security and fire safety, creating a cleaner environment and being the eyes and ears of the police.

Phil said: "Often we come across untaxed cars, people who drop litter and allow their dogs to foul. We can sort these issues. As people in communities notice our work, there's more cohesion and by working together we have many community projects on the boil. "This is a pilot scheme and we are testing the water. If it works in Bridlington then other places will have the same opportunity. We aim to become a friend of the community and move the town forward into a happy, safe future."

#### Grounds Maintenance & Gardens



Pembroke Gardens - Year of the Sea

**THE stunning flower beds that Bridlington** is so well known for take a large amount of preparation and planning. In the depth of winter, a dedicated team discuss ideas and designs for the

spring and summer planting across the East Riding. With over 100 permanent staff this is a massive undertaking carefully planned and co-ordinated. The staffing swells to almost 200 during the summer with further seasonal staff employed, and Bridlington is always a high priority with an eye on the 2007 Britain in Bloom prize. Grounds Maintenance co-ordinator Paul Palmer is keen to work in partnership with the local Bridlington in Bloom Committee in order to win prizes yet again for Bridlington.

Paul said ideas for planting schemes and colours for individual flower beds are discussed with local groups involved in the Britain in Bloom competition.

"These stunning displays just don't appear overnight. When the colours and designs for each individual bed are agreed, the plants are ordered and allowed to grow in nurseries until they are ready to be planted.

"Often the ideas are based on a theme, a good example being in 2005 when Pembroke Gardens was decorated with a replica lifeboat and lighthouse to commemorate the year of the sea. The work behind this alone was tremendous but again very worthwhile."

He added: "In the spring we plant around 130,000 bulbs and a further 50,000 in the summer, across the East Riding area."

The glorious hanging baskets seen around Bridlington are often praised by locals and visitors. Again they are planned during the winter months. The baskets are expensive and need watering every day.

During the winter, the grass cutting teams are employed on forestry work such as pruning trees and clearing out the shrub beds ready for spring planting. The grass cutting programme runs from April to October with a dedicated crew.

Other initiatives have included a tree planting session where youngsters got involved. Paul said: "The pride they took in planting those trees was obvious. They even named the trees individually. So far, the trees are still standing which is a good result for us."

Also working hard towards creating the impressive gardens in the town are Bridlington Town

Council. Throughout the winter the council continue to alternate the flag display in South Cliff Gardens and in spring the council will be have resolved to undertaking a refurbishment of Jubilee Fountain to be ready for the summer.

Another committee who are working hard towards the improvement of green spaces in the town are the Bridlington in Bloom committee. There is a wide range of projects which the committee have been working on since the summer and some of these have now come to fruition. The woodland walk near Sewerby has enjoyed some extensive planting of new blue bells and wild garlic in time for spring. The large traffic island on Limekiln Lane has seen planting of 850 Daffodil bulbs and over 3000 Crocus bulbs since the summer and The Town Centre has benefited from Christmas Pomanthers which have been provided via the Bridlington in Bloom committee's hard work.

Another excellent example of partnership work can be witnessed at the Christ Church Key Centre where the Bridlington in Bloom committee have worked with Christ Church and West BS in order to deliver an attractive area of sustainable landscaping which will be enjoyed for some time. Bridlington in Bloom are very grateful for the continued support of West BS in their valuable work.

#### Street Scene Services

**Street cleaning in Bridlington** has been vastly improved thanks to new working patterns which have altered frequencies of cleaning and rotas for staff.

In recent times, working patterns for litter picks and emptying bins have been changed to offer a seven day a week presence in the town. This is throughout the year and not just during the summer months.

John Cullen, Street Scene Manager, explained the thinking behind the new regime.

"This means the streets are cleaned regularly and not just on weekdays. Instead of five days a week, plus working overtime we're now in rotation for a full seven days a week. There's somebody on all the time and particularly at weekends – even in the winter."

Mr Cullen said dedicated organised street clean-ups on the back streets had also recently been introduced and are proving to be a tremendous success.

Malcolm Sleight, assistant manager operations said blocked gulleys were a source of complaint from residents and the new programme of street cleansing had already led to a better, cleaner environment.

"This has gone down well wherever it's been done," explained Malcolm.

"A letter goes to the homes the day prior to the cleansing work requesting that cars be moved from the street in order for us to get into and empty the gulleys. We also have a litter pick. This initiative is working. We are grateful for the ongoing support of the public when there are works planned"

The hard working team have also reset schedules for street cleaning – and all streets are 'hit' at least once a month. Some are on a daily cleansing routine, like the harbour area and the town centre while others are weekly or monthly.

"I have a one-to-one with the team members and listen to their ideas. Many have been doing the job for years and are fully aware of what needs to be done in the town.

"It's all about cleaning up the environment, making the town a better place to live and work and attracting visitors and new residents. We also welcome feedback from residents who are the eyes and ears in the neighbourhood "



Street Scene "Hit" on Midway Avenue, Bridlington

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