



Loop and the 'Casino', Esplanade

continued from front page

Other major private investment evidenced along the Esplanade includes a striking new first floor area created at Loop Bar. There are plans to turn this new area into a restaurant, which will have panoramic views over the north bay at Bridlington.

Also pictured above is 'The Casino' - again showing further private investment on Esplanade. With plans in the pipeline for several other establishments in the area it shows growing business confidence.

Please contact us if you are investing and would like to feature in Regeneration News (details in centre pages)

MARTON HALL BRIDLINGTON



The magnificent Marton Hall in Sewerby has already seen a multi-million pound investment which is set to continue. Dating back centuries, Marton Hall was first a home, then a private school before reverting back to a private home, and more recently becoming a hotel and restaurant.

Set in 34 landscaped acres, the superb transformation, over the last year, into a luxurious facility has been overseen by Karen Hague. She said: "We have plans to continue with the investment, catering for wedding parties, conferences, private functions, and also offering restaurant dining, to suit all sizes of parties up to 250 wedding guests. Our wedding package has brought custom to the local economy."

Over 20 new jobs, full and part-time have been created at Marton Hall over the past 12 months. Karen said: "We have had a lot



Spring baskets in the town centre and the spring blossoms in the Town Hall Gardens

Bridlington In Bloom Committee GOING FOR GOLD in 2007

Two Yorkshire in Bloom judges toured Bridlington in mid April. The visit was the first stage of a two part assessment in the town's bid to secure a gold award in the Coastal Category of the annual Yorkshire in Bloom competition. The judging will be completed on Thursday 12th July 9.30am when Bridlington can be seen at full flow in its role as a premier holiday resort. Though the judges revealed little of their springtime marking, they complimented their Bridlington in Bloom hosts on a very enjoyable visit.

However, though they were made aware that Bridlington is undergoing a regeneration programme the judges did indicate their disappointment in the lack of spring floral displays and the many shabby retail premises around the town centre. It was suggested that the local 'in Bloom' group should make every effort to encourage businesses to smarten up their premises by the introduction of spring and summer floral displays.

The Bridlington in Bloom annual awards scheme invites all sections of the community to enter their premises for judging. Categories take in both the private residential and business sectors. Surpris-

ingly, away from the Hotel & Guest House section, few other Bridlington town centre businesses take the opportunity to liven up their properties in the promise of an award. Regardless of awards it is generally known that attractive floral displays encourage an upturn in business. To this end, for the 2007 season, the Bridlington in Bloom group are to be watchful of the effort put in by individual retail and other commercial businesses - a special discretionary award will be made to the business people making the most improvement to the town centre ambience.

Barry Mitchell, Chairman

of interest in our new development of luxury cabins, and deposits have been placed to secure pitches. We feel it is important that local businesses re-invest to sustain future growth of the local economy. This in turn will add to the regeneration of the town. Bridlington must regain its status as a major competitor within the tourism sector."

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MANOR COURT HOTEL & AZZURRO RESTAURANT MAIN STREET, CARNABY



Rob and Lorraine McGivern are passionate about their new project, which will see an Italian themed restaurant "Azzurro" added to this award-winning hotel, which stands at the corner of Bridlington Bay Road and Carnaby Main Street. The family, who have been at Manor Court for 17 years have

privately invested around £350,000 in the new project.

Rob said: "We have already recruited five staff in the more senior positions and have retained staff over the winter who would possibly have been laid off, and there could be further opportunities.

"Having developed the business over the past 17 years we felt that the building we used as a function room was under used. We identified an opportunity in Bridlington for a quality Italian themed restaurant, with many people travelling further afield to avail themselves of such restaurants. "Azzurro" aims to keep local money in Bridlington to the mutual benefit of us, our staff, suppliers and local trades' people.

"Having gone through a torrid time we feel Bridlington is improving although much more needs to be done mainly by local and national government. Better road links are crucial and there needs to be less infighting between Bridlington's local bodies. They need to co-operate and not look to vested interests. Rightly or wrongly the marina debate highlights this discord."

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Bridlington Regeneration Partnership

Regeneration update

PRIVATE INVESTMENT SPECIAL EDITION



Bridlington

REGENERATION PARTNERSHIP NEWS

Changing the face of town... Private Investment races ahead in prime north side sites



The striking and contemporary new Bridlington Forum - artist's impression and the site at the end of April during building work

Exciting major new private investments along the Esplanade, are taking the aims of the Town Charter forward, with nearby public areas also set to be improved at Crescent Gardens, Regent Gardens and Esplanade, and Beaconsfield Gardens.

The Forum, in the heart of the town centre, from Esplanade through Promenade, has with massive investment, grown so significantly in size, that it now occupies most of the block. The footprint includes properties once known as Joyland, Starburst, Slots a Fun, & Corrigan's, with the latest acquisition of Liberty's nightclub it now covers a total of 53,500 square feet (1.25 acres) between Promenade and Esplanade.

The Esplanade fascia of these properties is currently undergoing a radical facelift, installing a glazed frontage to create a clean contemporary look, a balcony at first floor level, a stainless steel wave canopy, new signage emphasising 'BRIDLINGTON', the installation of a glass passenger lift that offers panoramic views over the bay and allows easy access to upper floors for disabled and elderly customers as

well as families with children in push chairs. The first floor is home to Bar Utopia, a multifunctional licensed restaurant and late night venue that has an "entertainment for everyone" policy. Nobles are the largest private leisure sector employer in Bridlington and have a policy of promotion from within; the development creates several new management positions and an abundance of new openings for full and part time staff. "We have traded in Bridlington for almost 30 years and are very proud of that," said a spokesman, "Our investment here is a substantial one, this area of the sea front has some good quality developments, we are bound to be envied by other seaside towns." **"Regeneration News" is able to exclusively announce that: The Forum is at a crucial stage of future development and is about to release the most innovative plans in its history. The plans include: An extension to the cinema and bowling center, a food court, hotel accommodation, roof top bar & restaurant with sky tower and most importantly a multistorey car park creating approx 400 spaces. (Please let us have your views on these proposals - to usual contact details in centre pages)**



The stylish new building that will house the new Burger King restaurant and artists impression of 'The Eye on the Bay'



Close by, at **The Pavilion and Bayside**, with spectacular views across the bay and harbour, there has been significant investment of over £3million over recent years. The latest additions will be the opening of the exciting "Eye on the Bay", new "Burger King" and family entertainment centre. With 100 jobs at the centre already, the new complex is set to increase staffing by a further 50. Michael Harrison, of Harrison Leisure, said "We feel Bridlington is improving its offer. Having developed so much of the site already we thought it would round off the

complex as a whole with the new development offering something to suit all - local community, families and holiday makers."

Michael added "As for the future, we have always been forward thinking and on the look out for new business prospects. We will be looking long-term to develop the business further to attract more tourists into Bridlington so, WATCH THIS SPACE!"

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Bridlington Urban Renaissance Town Team Meeting Dates for 2007

- 27th June 2007 • 8th August 2007 • 19th September 2007 • 24th October 2007 • 12th December 2007

All meetings at The Town Hall start 6.30pm



Regeneration update

Designed by Burlington Design, Bridlington 01262 609300

Flagship Development for Town Centre

The much awaited new Promenades shopping development opened last month, alongside the recently completed new look Chapel Street. The development of the Chapel site has cost around £2.5million, and shows that along with the retailers, owners of the site Threadneedle Property Investments, have confidence in the future of Bridlington. The street improvements have received a mixed response. Whilst improving the quality of the town centre, and making a more pleasant area for pedestrians, there has been some effect on movements of through traffic.

But there have been clear signs that Chapel Street is improving as a thriving shopping area over the last year.

Around 18 months ago, while the derelict Chapel site dominated Chapel Street, there were several shop closures which left empty shops, many with run down properties. Since then, there has been huge private investment to turn around that situation, a strong sign of business confidence, with the only empty shop now remaining being the prominent former "Wise Owl" store on the corner of Chapel Street and Cross Street. Current lease arrangements should be resolved in the very near future, allowing a new let to go ahead.

Newcomers or developments of empty units have been :

- Cooplands Bakers and Secret Garden Café - improved shop and new café entrance (shop extended into former green grocers next-door), which also won the Bridlington Civic Society Award for 2006;
- Eden Mobility (in former Hartley's Discount Clothing on corner of Marshall Avenue)
- Hartley's Clothing (relocated into former Birthdays card shop)
- Icy Tea Online Gaming and Internet Café (in former Radio Rentals - a long standing eyesore property)
- Kaleidoscope Kids (in former Beach & Howe Estate Agents)
- "Extreme Wear" Clothing and Accessories (relocated from Promenade to former mobile phone shop)
- SpecSavers Options and Hearing Centre (extended into former Universal Book Shop)
- "Bay" Clothing and Accessories (in former ex-catalogue shop on entrance to Promenades Centre)

In addition the new units on the re-developed Chapel site have attracted high street fashion chain Peacocks, who have 430 stores around the country, with the Bridlington store being part of their national £15 million expansion plan launched last year. Also, New Look has re-located to a much larger store, allowing them to extend their range of fashions.

Nearby Prince Street has also seen the major refurbishments of nearly all its high street names - McDonald's, Priceless, Publishers Book Clearance, Marks & Spencer, Woolworths, and M & Co, have all had complete store refurbishments.

All of these recent developments, alongside the investments of existing traders are contributing to the regeneration of the town centre. When the Regeneration Strategy for Bridlington was launched in September 2004, the public exhibition at Leisure World attracted 1,300 responses to the proposals :

89% support for re-development of the town centre
92% support for improvements to public spaces

The main comments received at that time were that people wanted improved shopping choice (61), that the town centre needed improvement as a priority (12), but that this should keep the character, charm and identity of Bridlington (8).

People also said they wanted to see :
• Multi-storey car parking (19) - there will be opportunities for this at several locations in the town centre re-development project along the route of the Gypsy Race.
• Pedestrianisation (12) - this should be possible once additional car parking close to the town centre is provided;
• Park & Ride scheme (9) - work is progressing for the new seasonal facility to be located at South Cliff - by attracting visiting traffic to use park and ride, peak period congestion in the town centre will be reduced.

Bridlington Town Charter (visit www.bridlingtonregeneration.com to view a copy) sets out the views of local people who worked with consultants West 8 to identify the town's problems and what needed to be done over the long term to improve this :

The town centre should be the focus of Bridlington's economic and social viability.

Creation of a clearer and more identifiable town centre, improvements to public realm, improving the quality of goods and services offered.....

The "Idea of a concentrated town centre" - taking in the area including Prince Street, Chapel Street, King Street, Queen Street, and Manor Street - A concentrated area within the town centre should be allocated for retail stores which will provide the range of goods and services beyond the existing predominantly lower end/discount offer. This is to provide for a range of income levels, needs and tastes.

The quality of the public realm and the environment is low; make the most of existing assets, and redevelop underused sites to make Bridlington genuinely attractive beyond the seafront.

The Regeneration Strategy which reviewed Bridlington's regeneration needs in 2004 said :

- The centre has no natural "shopping circuit", shoppers are too thinly spread around the central area, shop unit sizes do not meet the requirements of modern multiples (to ensure financial viability);
- Over supplied with bakers and greengrocers (but not fishmongers as might be expected!)
- Under supplied with the key fashion sectors - the driver of most successful retail centres
- Large share of restaurants, cafes and fast food outlets - predominantly the latter two

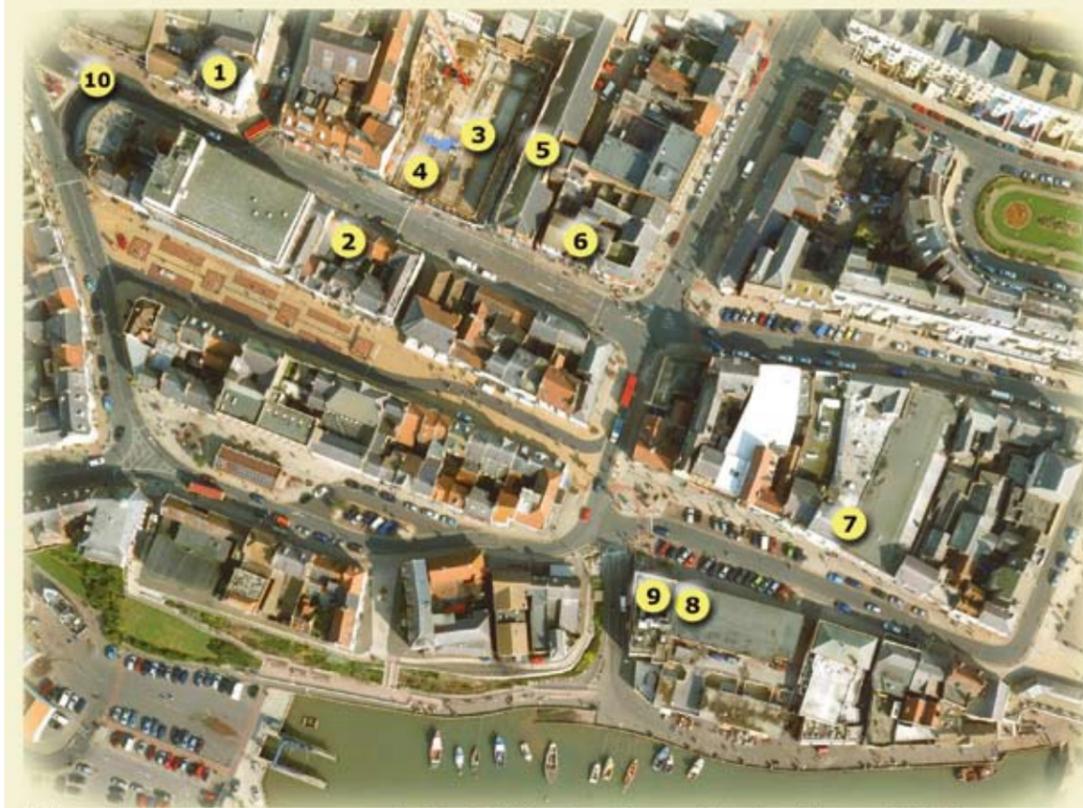
The shopping offer has been limited because of :

- The lack of new development or land on which to develop
- The lack of a shopping circuit to direct and give a "shopping experience"
- Shortcomings on parking provision
- Lack of, and poor quality of pleasant public spaces
- The seasonal congestion "surge" of traffic which deters the residents from shopping locally - once in the habit of going elsewhere are hard to win back

The current improvements in the town centre show public and private sector investments working together to make the town centre a thriving commercial area, attractive to residents and visitors, who will come more often and stay longer, but more work is



1 Cooplands 2 Specsavers 3 Promenades retail development (original artist's impression & finished building)



'The concentrated town centre' - Bridlington Town Charter (June 2005)



4 Peacocks



5 Bay



6 Busy Bee's



7 M&S, Woolworths & M+Co. 8 PriceLess Shoes 9 McDonald's 10 Chapel Street

Graphic shows Bridlington's central streets and the businesses who have all made recent substantial investments

needed to make a lasting difference.

The Regeneration Programme is moving forward to the next stage of the major town centre re-development of the area around the Gypsy Race, and Hilderthorpe Road between the Harbour and Coach Park. There will be public consultations

during the summer on the Area Action Plan for Bridlington, which will provide the planning framework for this major development, likely to be valued in excess of £160million. The comprehensive redevelopment of the town centre was identified in the Bridlington Regeneration Strategy as the main means of generating new jobs, a stronger

community, and investment in the future of the town.

Bridlington Business Premises Grants Project

Thank you to all local businesses - there have been 194 enquiries for assistance from the project.

So far 98 companies have received business support / advice, and 53 have received grant toward property improvements. The project has now been closed to new applicants, due to its popularity. Watch future editions of Regeneration News for new businesses opening in and around Bridlington.