

Please support our new & refurbished businesses



moo shakes, The Promenades



Bridal Wear/alterations, Promenade



Eastfield Garden Centre, Easton Road



Dyl's Deli, South Pier (next to Rags)



Farm shop, The Ship Inn, Sewerby



Nobles Bet Bookmakers, Promenade



Nichols Star Buys, Prince Street



TSB's Bar/Wine Bar, King Street

If you need advice on running an existing business or to find out about starting a new business in the Bridlington area you can contact Bridlington Business Centre Tel: (01262) 401399 for further information on what help may be available. If you have a new or refurbished business and would like to be featured on this page please contact the Renaissance Office.

A new Freephone Business Advice Line has been set up by the East Riding of Yorkshire Council which is open Monday to Friday during office hours Tel: 0800 9155268. Bridlington Business Centre is located at Enterprise Way, on Bessingby Industrial Estate (rear of Morrisons) as the first port of call on what help might be available for local businesses or by contacting the Government backed advice service direct - Business Link Yorkshire Tel: 0845 6048048.

Street Surgeries Dates Set

The Street Surgery Team will be visiting parts of the town centre between 4pm and 6pm to meet residents and discuss local issues and ideas. The Team will include local Councillors, neighbourhood police, fire and

rescue, and a range of council services. For more information or to arrange a house call contact the Advance Bridlington Team on (01262) 673930.

Thursday 4th June 2009 - Victoria Road, Wellington Road, Wycliffe Lane, Springfield

Avenue, Palace Avenue, Palace Car Park
Tuesday 21st July 2009 - Cliff Street, Crane Wharf/Harbour Road, Cross Street, Esplanade, Fort Terrace, Garden Walk, Garrison Street, Marlborough Terrace, Prince Street, Queen Street, Regent Terrace, The Crescent, York Road.

Bridlington Is Good News Exhibition 2009

The 2008 Exhibition was a great success attended by the Archbishop of York with over 80 exhibitors, and over 2000 visitors to celebrate the Good News that Bridlington has to offer.

Come along to The Spa on Saturday 4th July to find out about this year's Good News in Bridlington, which will include highlights of the gifts,

skills and talents of local people - both amateur and professional. Entry is free and it is hoped that the event will lead to a series of workshops after the Exhibition where those with gifts and skills can share them with others.

If you (or your organisation) would still like to take part in the event as an exhibitor, or help with workshops afterwards should contact Andy Jefferson by e-mail

Andy.jefferson@christ4brid.com or Tel: (01262) 404100.
(NB This year there will be a fee of £5.00 per stall to cover costs of advertising the event.)

STOP PRESS : Congratulations to **Christ Church Community Services** who have just won the **East Riding Chairman's Award for Enhancing Social Well Being in the Community (Group Category)**.

Renaissance Town Team update

Your support is really worthwhile..

The last two Town Team meetings have been well attended, which is great news for this democratic process of encouraging local people to take part in the decision making for the improvements planned for our town. At the meeting on April 22nd there were detailed updates on all the major Renaissance plans - for the Spa Gardens scheme (the £7m improvement to all areas around the Spa Bridlington); the Area Action Plan (the huge town centre redevelopment scheme); the latest on the positive progress on the Marina and Harbour scheme and also on the Integrated Transport Plan (which includes the Park & Ride). There was also feedback on the Town Team Away Day to Scarborough - which was an information sharing

and learning day in March. The evening rounded up with an important workshop on festivals for Bridlington - suggestions for new ones, how to improve and market the existing ones and what we could achieve in the future. This is important, as one of the main aims of the Town Charter, published in 2004 is to make Bridlington a 'Festivals Destination' - to boost tourism, bed nights and spending in businesses across the area.

The next meeting is July 8th at the Town Hall from 6.30pm. Watch press for details of the agenda and remember **anyone** is welcome to Town Team meetings, and refreshments are included.

COME ALONG TO TOWN TEAM - AND HELP SHAPE THE FUTURE OF YOUR TOWN



Regeneration update

Supported by



Bridlington RENAISSANCE NEWS

ISSUE No. 50 June 2009

Please note: This is an independent publication from the Renaissance Partnership



Work underway on the new Bridlington Boat Compound near Wilsthorpe, which enables the Park & Ride construction

Projects forging ahead

Bridlington Integrated Transport Package

Work on the ground has started following confirmation of almost £6 million of funding through the Department of Transport for a range of transport improvements in Bridlington, including the new seasonal Park & Ride facility at South Cliff. During summer, work will start on the two new roundabouts on the A165 junction with at South Cliff/South Shore, and also in Carnaby Village at the junction of the A614 and Bridlington Bay Road. This work is not expected to affect traffic flows until after the summer period. The main Park & Ride site will be constructed through the winter, with work starting as soon as the caravan site closes at the end of the 2009 season, when the Belvedere Boat Compound will also be moved to its new location at Wilsthorpe. Improvements to the Kingsgate roundabout will be carried out early in 2010.

The Bridlington Integrated

Transport Package is a key part of the Regeneration Strategy for Bridlington, and has been developed to take account of future changes to traffic patterns in the town centre as a result of the planned Town Centre Scheme, and Harbour and Marina improvements. It will also help to improve the economic performance of the town centre, by relieving seasonal traffic congestion, and improve car parking management.

Connect 2 Cycle Route

The proposed route between Carnaby Industrial Estate and Flamborough Head is being developed, to enable some sections to go ahead later this year. Over 200 people attended the recent public exhibitions about the route, with mixed views about the proposed bridge crossing at Danes Dyke gorge, although slightly more in favour than against the proposals. Further work will now be undertaken to determine the

estimated costs of the proposals for the bridge crossing of Danes Dyke to meet with the specifications required by Sustrans, along with the anticipated costs for future maintenance and management. The Council will also carry out an environmental assessment on how the proposals will affect Danes Dyke, to enable further decisions to be made on how to take the project forward.

The first section of the route to be improved will be the link to Carnaby Industrial Estate, and work to improve the safety of cyclists is also planned on the crossing of the A165 Woldgate junction at Bessingby Hill where National Route 1 comes into Bridlington.

Spa Gardens

Work is due to start on the Spa Gardens project during June. Further details of the first phase of work will be publicised locally, with more information about the planned phases of the project construction in the August Newsletter.

The Town Centre Redevelopment scheme - latest...

The Gypsy Race will become a central feature of the new town centre



Regeneration update
 Designed by Burlington Design, Bridlington 01262 609300



to this, perhaps...?



from this



from this



to this, maybe..?

Exciting suggestions for redevelopment

Bridlington is a popular place to live – its population has grown steadily in recent years - but the Regeneration Strategy for Bridlington is now moving to an important stage with the forthcoming public consultation on the latest design proposals for the Town Centre Scheme, including agreed layouts for Harbour and Marina improvements.

The earlier work to develop the Regeneration Strategy for Bridlington showed that the town has responded well to the sharp contraction in the town's economic base of manufacturing and traditional seaside tourism, which has taken place over the last 15 to 20 years. Many changes have already been made, with others underway, but still more is needed to take advantage of the opportunities for a more prosperous future. Bridlington has an exceptional natural environment, special history and distinctive built heritage; and more importantly a very strong and committed local community.

The town's greatest challenge is to diversify, strengthen and grow the local economy - the key to which lies in regenerating the Town Centre - to ensure that the local facilities serve the resident population well, which in turn will improve the visitor experience. The seaside will remain at the heart of Bridlington's appeal and tourism will continue to be an important part of the local economy, but can no longer be relied upon.

Conditions for businesses in the area need to be created to help local trade, so that more of the businesses located in and around Bridlington can meet their supplier needs locally, particularly through service businesses in the Town Centre. There is capacity for more businesses to be created in the town, and potential for existing businesses to grow faster, which will in turn help local firms to make positive investment decisions in the local area.

Challenges for the town have been well researched and include :

- Encouraging continued population growth, as has been seen in recent years;
- Retaining and attracting more young and skilled people to live, work and develop business interests in Bridlington;
- To manage the impact of seasonal traffic which at present hinders the economic performance of the town centre;
- Extending the season for visitors through year round activities, appealing to a wide range of markets;
- To improve the Town Centre, for residents, businesses and visitors, to compete strongly with other locations.

The vision for Bridlington is "A great place to live by the seaside - Visitors welcome!", which may sound familiar for other towns and cities across the country, but the key to this vision in Bridlington is about making sure that the town serves its residents and local businesses well, so that tourists, who will continue to be very important to the local economy, can also enjoy the experience.

The Regeneration Strategy was launched by the East Riding of Yorkshire Council in 2004 (visit www.bridlingtonrenaissance.com). The work looked carefully at Bridlington's economic performance, what it did well, and what needed improvement to provide a growing sustainable economy appropriate for a town of this size. The specialist consultants for this work were :
 Roger Tym & Partners - Planning and Economic Study;
 Drivers Jonas - Commercial Property and Land Use Study (including The Spa Feasibility study);
 WSP - Transport Study;
 Scott Wilson - Marina Review of Options.

The consultations in September 2004 showed that levels of support for the key projects were:

- Town Centre Scheme – 89%
- Harbour and Marina Improvements – 77%

- Transport Improvements – 93%
- Improvements to Public Space – 92%
- Spa Refurbishment – 91%
- Business Space Improvements – 77%

Since that time, substantial progress has been made to work towards the vision for the town. Through the European Regional Development Fund, over £9million of grant was attracted to support a range of projects early in the regeneration process, including :

- The Spa Bridlington
- Enterprise Way Grow On Workspace at Bessingby Industrial Estate
- The Key Centre at Christ Church
- Business Premises Improvement Grants
- "Opportunity Knocks" Business Support Project

Other smaller projects have been made possible through close working between lead partners the East Riding of Yorkshire Council, and Yorkshire Forward, who selected Bridlington as one of Yorkshire's Renaissance Towns in 2003, including refurbishment of Crescent Gardens and Chapel Street. There have also been major private investments in the Town Centre including The Promenades Shopping Centre extension, seafront leisure facilities, and both Carnaby and Bessingby Industrial Estates. The town has seen other major public sector investments including Bridlington Children's Centre at Butts Close, and improved facilities at Bridlington Police Station, Bridlington Hospital, and East Riding College.

The Major Projects

Burlington Parade – the working name for the major retail and housing-led development scheme for Bridlington

Town Centre, on the land that lies between the railway station and the Harbour which will integrate the working Harbour and new Bridlington Marina with the heart of the Town Centre, providing prime shopping facilities, places to eat and drink, town centre housing. A good quality, full serviced hotel is also proposed as part of the development mix, sited to relate to the refurbished Spa and to overlook the regenerated Harbour and new Marina;

Bridlington Marina - to improve the facilities of the working harbour and provide new sailing berths;

Improved public spaces and access - to enhance visual appeal of the town centre, and improve the ease and comfort for people using the new facilities that will be created by the Burlington Parade project, by reducing traffic congestion and improving the pedestrian experience. The project will also create additional short stay shoppers car parking close to the town centre to support the new developments.

Bridlington won Yorkshire's White Rose Award for Tourism Destination of the Year in 2007 for two main reasons: the Regeneration Strategy which is guiding Bridlington's Renaissance; and the commitment by the local community, the Council and Yorkshire Forward to delivering it.

The biggest changes are yet to come, and the forthcoming public consultation on the major re-development plans for the town centre and harbour area will move things a step closer to the delivery stage. The consultation period is expected to run during July and August for a six weeks period, with full details publicised nearer the time, when information will also be provided at: www.bridlingtonrenaissance.com.

How to contact the Renaissance Team:

IN PERSON or BY LETTER: TOWN HALL, QUAY ROAD, BRIDLINGTON, YO16 4LP • **BY PHONE:** 01262 401112
BY E-MAIL: bridlington.renaissance@eastriding.gov.uk • **ON THE WEB:** www.bridlingtonrenaissance.com

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