

Good Morning!

Please help yourself to tea and coffee

Badges and a sign in sheet are available just outside the door.

YOU ARE MORE THAN SEA AND SAND. YOU'RE THE BON VOYAGE AND WELCOME HOME. YOU ARE OUR SUNRISE AND SUNSET OUR HIGH AND LOW TIDE. YOU ARE WHITE CLIFFS, ROCK POOLS, MILES OF GOLDEN SAND. YOU'RE THE WINDOW TO OUR JURASSIC PAST. YOU'RE NOT JUST FISH AND CHIP SUPPERS AND CANDY FLOSS AND STICKS OF ROCK. YOU ARE SAMPHIRE AND MUSSELS AND MONKFISH. YOU'RE THE NATIONS PLAYGROUND AND GUARDIAN OF OUR FAVOURITE CHILDHOOD MEMORIES; BUT YOU ARE ALSO MORE THAN THIS.

YOU ARE OUR COAST

YOU ARE THE PORTS, THE DOCKS, THE HARBOURS AND MARINA'S THAT GIVE ACCESS TO THE ONE OF THE LARGEST ECONOMIES ON THE PLANET. YOU ARE THE POLLUTION FREE POWER GENERATORS OF THE 21ST CENTURY WHICH THE REST OF THE COUNTRY WILL RELY ON. YOU ARE OUR FIRST LINE OF DEFENCE AND THE FIRST STEPS OF SANCTUARY. YOU ARE 2700 MILES LONG AND 10 MILLION STRONG. WE ARE PART OF SOMETHING BIGGER, BUT **WE ARE AN ISLAND**, AND YOU ARE OUR COAST.

Sacha Bedding, Hartlepool Big Local

WITHERNSEA COASTAL COMMUNITY TEAM



Short presentation
Friday 22 November 2019





Chair - Cllr. Brian Cloke (Withernsea Town Council)

**Team is a sub-group of Withernsea & South East Holderness
Regeneration Partnership (established 2003)**

Members include:

East Riding of Yorkshire Council, Withernsea Town Council, BP Sirius,
Withernsea Big Local, Withernsea Pier & Promenade Assoc
Shores Centre, Active Withernsea and Withernsea High School



WITHERNSEA COASTAL COMMUNITY TEAM



PRIORITIES

INCREASE ECONOMIC ACTIVITY

IMPROVE INFRASTRUCTURE AND FACILITIES (incl Transport)

IMPROVE HEALTH, WELLBEING AND OPPORTUNITIES



WITHERNSEA COASTAL COMMUNITY TEAM

PROBLEMS (CHALLENGES)

WHOOPS!

**NO SUCH THING AS A PROBLEM
ONLY AN OPPORTUNITY**



WITHERNSEA COASTAL COMMUNITY TEAM



OPPORTUNITIES / PROBLEMS / CHALLENGES

MULTIPLE DEPRIVATION - BOTTOM 10%

ISOLATION - 20 MILES FROM HULL ON POOR ROAD

LACK OF INVESTMENT FOR 40 OR 50 YEARS

POOR TOURISM SUPPORT



WITHERNSEA COASTAL COMMUNITY TEAM



BIGGEST CHALLENGE

HOW TO ATTRACT LOTS OF INWARD INVESTMENT INTO A TOWN WHICH IS SMALL, ISOLATED, POOR TRANSPORT LINKS, LOOKS DATED, HAS NO LARGE EMPLOYERS, LIMITED EDUCATION, POOR HOUSING STOCK AND HAS FEW FACILITIES



WITHERNSEA COASTAL COMMUNITY TEAM



help!

Despite all our problems
we are sure
Withernsea has
MASSIVE POTENTIAL



CoastNEL – Key Headlines

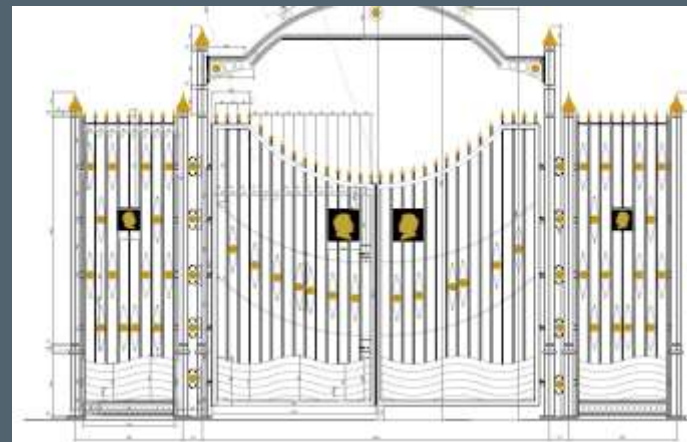
The £3.8m CCF Programme, led by VESR/CoastNEL and NELC, aims to improve the physical environment, create jobs, extend the tourism season and expand into new tourism markets.

£3.2m - Public realm, public art: High Street; Alexandra Road; Sea View Street; North Promenade.

£332K - Events schedule (including a tiered grant programme and the Festival of the Sky). Offers residents, businesses and visitors an opportunity to access tourism, cultural and leisure related activities.

Private sector-led projects:

- Visitor economy business support advisor
- Pier Gates
- Climbing Wall



CCF Programme: Public Realm

As one of the main gateways into the resort, new public realm has been delivered including: granite paving; new railings; benches; waste bins; bus shelters; and landscaping.



CCF Programme: North Prom Public Art

North Prom what next?



Cllr John Fenty explains proposed plans for the North Promenade Cleethorpes

In conjunction with wider works in the resort, the area has been awarded a grant from the Coastal Communities Fund specifically to improve the arts and culture offer, with a twist. It will deliver a sculpture larger in height than the Angel of the North, dynamic swirling illuminations, funky fitness street furniture, and the longest outdoor contemporary visual gallery in the UK.

John said: "Art can be controversial. Did you know that the Angel of the North was strongly opposed, but now is a much loved landmark? The objective of the overall project is to drive footfall along the North Prom which will have a positive impact on businesses and health and wellbeing.

I would like to thank CoastNEL and their North Prom group for the major contribution to this project. The four new public art projects will be centred around Cleethorpes' stunning seascape and miles of golden sands, encouraging activity and events, relaxation and contemplation, all in equal measure. Public art can be marmite – love it or hate it, it's a talking point. If The White Palm lures you down the North Prom don't forget to buy a stick of rock, or an ice cream, then it's job done!"

The White Palm



The White Palm has been designed by Wolfgang Weileder as a striking 22m (72ft) tall white artificial palm tree and black paving that reflects its shadow at noon. The shadow underneath the White Palm will be partly made from recycled, non-organic material collected from Cleethorpes' beaches. At night, The White Palm will be illuminated by spotlights.

Situated at the far end of the North Promenade, the sculpture will be positioned next to the area of the Humber that covers a petrified forest. Whilst being a nod to the past, it is also a warning for the future: if climate warming continues, palm trees might become a common sight on our coastline.

www.wolfgangweileder.com

"The professional team has done a fabulous job on the plans to transform the North Prom. The different elements will not just be something we see in passing, they will engage our thoughts, and our emotions, so that a healthy walk along the Prom becomes an experience."

Vicky Hartung, Public Art Steering Group

We are very happy to hear that we could be getting such a great attraction along the North Promenade. We feel that this is exactly what we need along here. We're sure that it will bring many holiday makers and day trippers to Cleethorpes and the businesses along the prom will benefit from it."

Keely Sheeran, business owner on North Prom

The plans are an exciting and unique development for Cleethorpes which also represent a leap forward in terms of highlighting the importance of arts and culture to regeneration.

Charlotte Bowen - Chair, CultureWorks, North East Lincolnshire's Culture Consortium

This piece of work gives a boost to the arts and culture sector, who have worked with local businesses from the North Prom, the wider resort, the local authority and CoastNEL to bring something different. Creating a place for both residents and visitors, to explore and enjoy."

Julia Thompson, Chair of CoastNEL

Longest contemporary visual gallery in the UK



The Long Gallery project will create one of the longest contemporary visual art shows in the country. Around 16 artists will be assigned a property to design artwork for as many of the shutters along the prom as possible. There's around 750m2 of shutters currently in use on the prom. The transformation to colourful, contemporary works of art will complement the illuminations along the North Prom as you are drawn towards the White Palm. The first shutters to receive the exciting treatment will be those at Brown's Café.

Funky fitness street furniture

Innovative new street furniture, created by award winning design duo Freshwest, will be installed along the North Prom to provide an area for fitness or to just relax on while taking in the stunning views over the Humber.

The funky furniture doubles up as fitness equipment and will stretch 800m (half a mile) along the North Prom with flag markers on the route. Throughout its length, there will be stops for pull ups, sit ups and push ups to help encourage healthy lifestyles, or just for plain relaxation. It's easy to imagine some competitive endurance events being held along the North Prom at certain times of the year.

www.freshwest.co.uk



Dynamic swirling illuminations



"Luminations" is an artwork created in light by artist, Esther Rolinson, which will run along the North Promenade. Two dynamic, animated lines of LED lights will be attached to existing lamp posts on the sea front. The lines of light will run over and around each other and light movement will chase through them through programmed animation. The overall physical appearance will be elegant and simple, reflecting the traditional seaside lighting.

www.estherrolinson.co.uk

To find out more about these proposals, the artists and their visions, visit www.investnel.co.uk/NorthProm





CoastNEL – 3 Priorities

1. Changing Attitudes:

- create a positive, feel good, 'can do' attitude for businesses and residents, taking ownership/responsibility for the 'fate' of our resort.
- not something that is done 'to us' but something that we, as the community and businesses, can work together to deliver which is solution focussed and makes a difference.

2. Greater Ambition:

- raise the bar, delivering higher quality events and large scale projects such as public art and public realm works and not being afraid to have bigger and better expectations than what has gone before.

3. Extending the Season:

- create opportunities for events and activities that take place outside the traditional tourism season, with buy in from the community and businesses.



CoastNEL – Our Challenge

Bringing everyone with us on the journey

- a. Community and charities - embraced it.
- b. Arts & Culture sector - at first were tough but now there is a big change and they are on board. We are seeing positive attitudes, confidence and raising of the bar across our region.
- c. Businesses - some used their own initiative, without being asked, seizing opportunities and piggy-backing on CCF events as well as making most of training opportunities. These businesses understood the bigger picture and long term aims as well as having a modern attitude to constantly coming up with ideas to drive sales. Others are still challenging with different attitude to change and an 'expectation' that things should benefit them, rather than pro-actively creating opportunities.





Lincolnshire
Wildlife Trust



East Lindsey Heritage Coast

Paul Learoyd
Chief Executive
Lincolnshire Wildlife Trust



Lincolnshire
Wildlife Trust



East Lindsey
Heritage Coast
Coastal Community Plan
Area



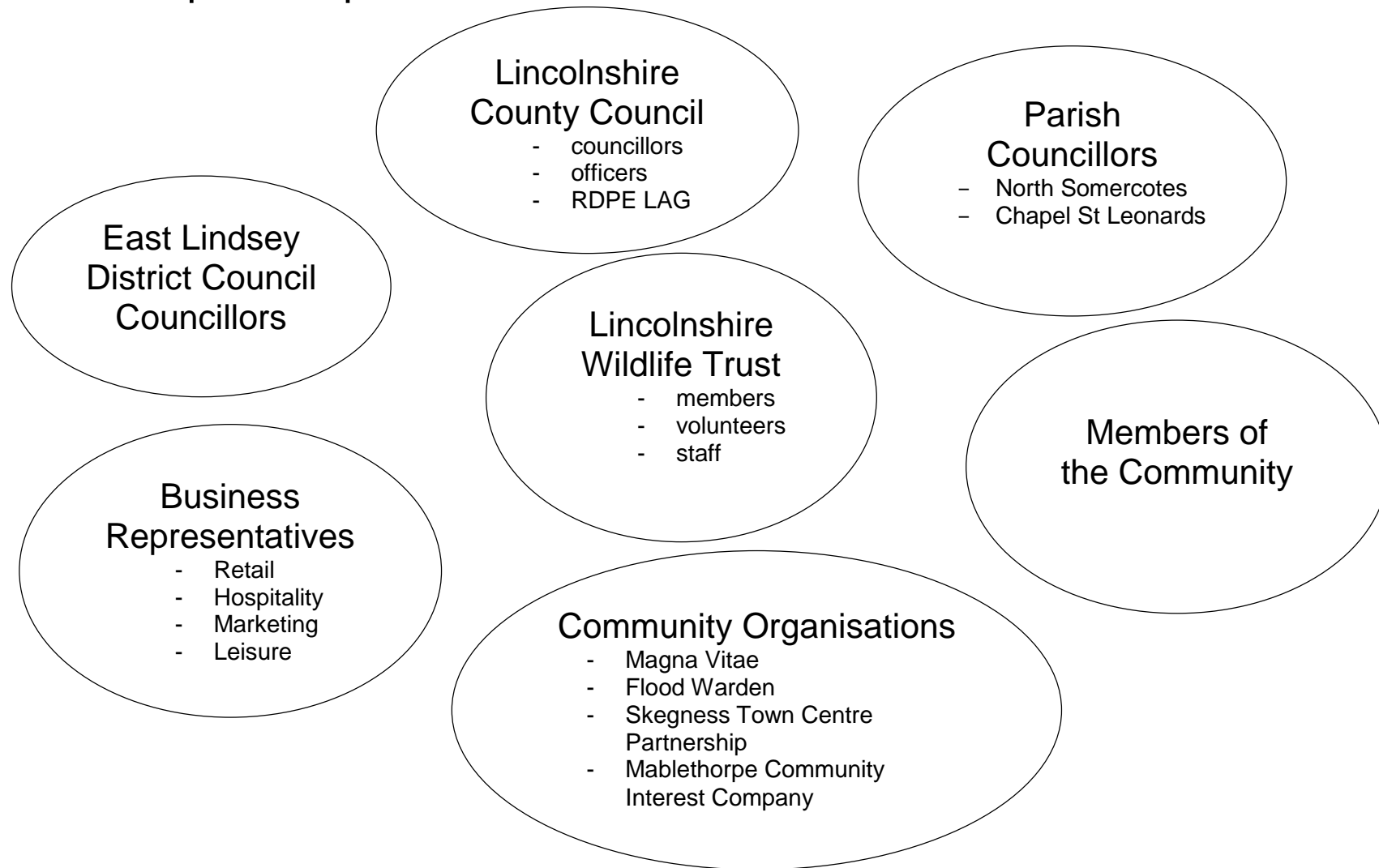








CCT Membership/Participants



Achieved

Gateways

- North Sea Observatory
- Gibraltar Point



Achieved

Gateways

- North Sea Observatory
- Gibraltar Point

Network

- Local Enterprise Partnership
- Coastal Developers Forum

Achieved

Gateways

- North Sea Observatory
- Gibraltar Point

Network

- Local Enterprise Partnership
- Coastal Developers Forum

Heritage Coast Status - progress

Dynamic Dunes – Lincolnshire Sandhills

(EU Life and National Lottery funding)



Priorities

Making space for nature –
nature's recovery on land and at sea

Quality offer for visitors

Generating interest and support for the
conservation of the area's natural and cultural
heritage



Challenge

“Generating interest and support for the conservation of the area’s natural and cultural heritage whilst working to minimise potential environmental impacts”

GLLEP vision (DMP 2013-2020)





Skegness Coastal Community Team

Working collaboratively to make a
difference...

Setting the scene ...

- Historically Skegness used to have an organisation called the Skegness Partnership, who also employed a town manager.
- This organisation was made up of the private business sector, JCP, Police, LA representatives and the voluntary community sector.
- This group then folded and the intention was for it to form the CCT, this did happen, however attendance was poor and those that attended didn't really seem to grasp what the role of the CCT was. The town manager role also ceased to be funded by the LA, therefore there was no lead person for this work anymore.
- As a result it was decided to try a different approach.

Working together with existing groups...

The Skegness Chamber is a long established organisation and this with the Visit Lincs Coast Destination BID have agreed to work together to support the aims of the CCT.

It was felt in Skegness to form another group was not needed or viable. The Chamber and BID work well together to serve the needs of the town and act as a conduit between organisations



Going forward....

- Representatives from groups have asked us to go back from today with more clarity about the role of the CCT, its aims and purpose
- Do other areas share similar concerns with ours, in terms of having yet another group when there are others working to similar aims?
- Do CCTs have any real role within communities?
- What is the future of CCTs – does the government intend to put a more formal structure/guidance in place so they have a clearer focus and structure and possibly funding?
- For Skegness collaboration and genuine partnerships are key rather than competing or setting up yet another group made up of the same group of people!



BRIDLINGTON

- how our regeneration sits alongside The Coastal Communities initiative

Our context...



- Mid 1990s Regen. Partnership formed.
- 2001 became a Y.F. Renaissance Town.
- 2003 Current Strategy launched, via 'Town Charter' process.
- Major community engagement followed via various town forums – this successful process is still ongoing.
- First major project delivered 2006-8.
- 2016/17 – Coastal Communities funding approved – projects delivered, via existing evidence base.

7 Point Strategy

- ❖ Marina & Harbour improvements.
- ❖ Spa refurbishment.
- ❖ Public Realm improvements.
- ❖ Transport improvements.
- ❖ Town Centre redevelopments.
- ❖ Business Space and support.
- ❖ Branding and marketing.





ACHIEVEMENTS

TO DATE:-

Coastal Community Projects



- **Project :**
- **Partners:**
- Cost (approx.) :**
- **Completed :**
- **Project Activity :**
- **Next Step :**

Great Bridlington Ambassadors

**B.T.A.; Bridlington Business Forum
Local businesses**

£2500

March 2016

**2 workshops held - March 2016
10 businesses engaged
1000 handbooks printed**

**Speed workshop 1st March 2017
at Yorkshire Coast Expo,
Bridlington Spa**

Coastal Community Projects



- **Project :**
- **Partners:**
- **Cost (approx.) :**
- **Completed :**
- **Project Activity :**
-
-
-
-
-
- **Next Steps :**

Bridlington Careers Visits

**Headlands School, Bridlington
Shores 6th Form Partnership**

£500

February 2017

4 schools visits to Careers Events

(Transport costs covered)

Apprenticeships Event (Feb)

Humber Careers Event (Oct)

Scarborough Engineering Week (Oct)

**Links on regional careers information to
be incorporated into Careers Portal
Touch Screens project**

Coastal Community Projects



- **Project :** **Careers Portal Touch Screens**
- **Partners:** Headlands School, Bridlington
- Local employers, Training/FE/HE Providers
- **Cost (approx.) :** £7,000
- **Completed :** December 2016
- **Next Steps :** Develop local employer content, including :
 - local job opportunities with supported training (eg. Apprenticeships, etc) ie post 16;
 - new developments recruiting workforce locally eg. Green Port Humber; York Potash;
 - Extend to other secondary schools and colleges in East Riding and Scarborough Borough including Bridlington School, East Riding College;
 - Research with local employers, to determine skills shortages and future skills needs.

After 20+ years....

- ✓ £20.5m Spa refurbishment.
- ✓ £7m Spa Gardens public realm.
- ✓ New floating harbour pontoons.
- ✓ ERYC Business Centre & officer support.
- ✓ New £17m East Riding College.
- ✓ £26m major PFI Schools investments.
- ✓ £3.5m investment in shopping centre.
- ✓ £20m ITP 1 & 2 delivered.
- ✓ New £25m Seafront Leisure Centre.
- ✓ £3m restoration of Sewerby Hall.
- ✓ Old Town develops as Cultural Quarter
- ✓ £9m Premier Inn opened in 2018.
- ✓ Coach park relocated to enable major redevelopment – on site 2020?
- ✓ **Several major urban realm schemes still ongoing -**
- ✓ £4m Gypsy Race park under construction (complete 2020).
- ✓ £4m Town Centre Seafront scheme underway (complete 2020).
- ✓ £3m Station Plaza transport hub (2020)
- ✓ Events & Festivals calendar established.
- ✓ Much evidence of private investment following public investment.

Investment follows investment:



- Public & Private Partnerships have delivered major change



'Adding value' Regen Projects -

- ✓ New Communications Strategy
- ✓ '*Brightening Up Bridlington*' developing
- ✓ '*Lobster Capital of Europe*' - Tourism Potential for Bridlington
- ✓ Continuing to grow the already substantial Festivals Calendar –
 - ✓ 'Race the Waves'
 - ✓ Kite Festival
 - ✓ New Annual Seafood Festival
 - ✓ More Old Town Festivals
 - ✓ 'ArtWaves'
 - ✓ Arts in April (new in 2020)
- ✓ Developing the high street – new initiatives & more investment to follow.
- ✓ The Yorkshire Coast Business Improvement District began in 2019.
- ✓ Monitoring of Conservation Areas in the Town Centre and now the Old Town.
- ✓ Marketing & Branding the 'new' Bridlington.
- ✓ Our Eyesore Audit – success and development for the future
- ✓ What comes after 2022..?



THANK YOU

For supporting us with Coastal Community Funding.

HORNSEA AREA



REGENERATION
PARTNERSHIP

Hornsea - Lakeland by the Sea



Hornsea Area Regeneration Partnership

About Us

- 15 years + representatives from
- Hornsea Town Council & local Parish Councils
 - Local businesses
 - East Riding of Yorkshire Council
 - Voluntary and Community organisations

Main Achievements - CCT

- 1m Revitalisation of Central Prom
- £300k Market Town Initiative – Town Centre
- 150k Trans Pennine Trail Gateway
- 3.7m CCF Boat Compound South Prom
- 10K CCF Animating the Seafront Report

Our Priorities

- To develop tourism and marketing activities that are relevant to residents and visitors and which will bring economic benefits to local businesses.
- To support the development of infrastructure, which in turn supports public transport, cycling and walking. This creates access to local amenities.
- To engage more volunteers in sustainable community activity.
- To enhance local growth through better digital connectivity.

Our Challenge

How to engage more young people in
civic pride and enable them to
become more active in our community

HORNSEA AREA



REGENERATION
PARTNERSHIP

We can achieve more...





NORTH YORK MOORS RURAL COASTAL COMMUNITY TEAM





What have we achieved?

Two Coastal Communities Fund projects:

- **Sea Life, See Life**, £470,000 (April 2015- December 2016)
- **Moor to Sea**: new activities and niches on the North York Moors Coast
£270,000 (September 2017- March 2019)





Priorities

1. Develop initiatives to extend the tourism season, diversify the sector, reduce seasonality, new attractions and experiences
2. Improved promotion/ brand development- both destination level and specific attractions/ activities within our villages
3. Enhance the built environment and facilities

Challenge

- Funding and engagement





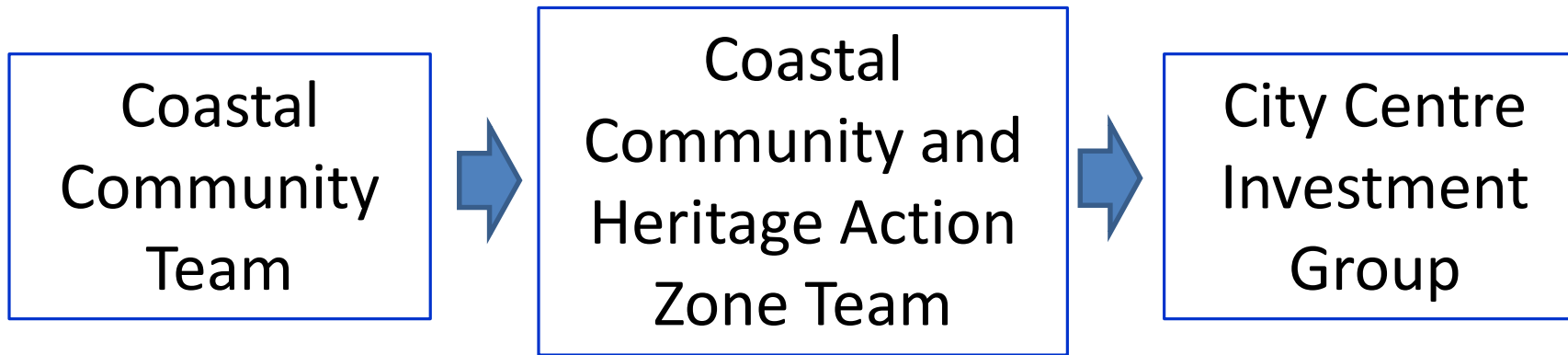
NORTH YORK MOORS
RURAL COASTAL
COMMUNITY TEAM



Hull City Centre Coastal Community Team



About the team



- Core membership retained
- Expansion in line with other funding sources secured

What we've achieved

Continued focus on Maritime Heritage

- Secured £50k Coastal Revival Funding to contribute towards restoration works to the Arctic Corsair
- £13m NLHF grant for 'Hull: Yorkshire's Maritime City

Reversing high street decline in Hull's city centre:

- Launch of Humber High Street Challenge Fund (£1m)
- Successful High Street Heritage Action Zone bid (£1.75m)
- Successful EOI for Future High Street Fund (up to £22m)

Three priorities

- Creation and safeguarding of jobs
- Provision of new training opportunities
- Promoting Hull's maritime heritage



Our one challenge

- South Blockhouse: Hull's 16th Century Fort

