



**COASTAL COMMUNITY TEAMS  
ECONOMIC PLAN**

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**Name of Coastal Community Team –**      **Hornsea Coastal Community Team**

**Accountable Body –**                              **East Riding of Yorkshire Council**

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## **1. The Local Area**

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Hornsea is a traditional seaside town in the East Riding of Yorkshire, approximately 16 miles from the city of Hull. The town grew following the opening of the railway line in 1854, which linked the town to Hull. The role and function of Hornsea is dominated by its location. As a coastal town with an award winning beach it is influenced by the tourism industry, which is reflected by its promenade, amusement arcades and general retail/ services on Newbegin.

The 'defended' seafront area is approximately 1 mile long. To the north and south coastal erosion is significant. The initial findings of the Partnership were that the area divided naturally into three distinct elements: the south which is open and provides the main access to the sea for boats and boat storage, the Central Promenade which contains the main indoor, public and commercial facilities and the north which is less accessible but is popular with families and fishermen for access to the beach.

In common with all seaside resorts Hornsea possesses a promenade with public realm that was built when visitor numbers were much higher than they are now. Declining visitor numbers over several decades has meant that the leisure uses that once colonised the spaces and provided the destinations for visitors have now disappeared. The result is that vacant sites began to appear, open space that once had a function and a purpose was left desolate and unused. Seaside towns traditionally grew along the coastline so that individual properties enjoy an unobstructed view of the sea. The resultant pattern is an elongated, expansive and largely oversized public realm and this brings with it its own problems in terms of long term management and maintenance.

Hornsea with a population of 8,500 (2011 Census) sits in the middle of the East Riding of Yorkshire coastal strip. It is known the world over for its innovative pottery and still draws collectors and enthusiasts to its small museum which has a section dedicated to Hornsea Pottery. It is now synonymous with the world's largest off shore wind turbine array phase 1 of which is being constructed in the North Sea (DONG Energy Hornsea Project One and Two). The turbines are being supplied by Siemens from its new production facility at Green Port Hull, 15 miles away. Hornsea is also famed for having the first retail outlet village in Britain on the site of the old pottery and is the eastern terminus of the Trans Pennine Trail.

Some key public sector investments have been made including the award winning Central Promenade (2004) and the existing boat compound building (2002).

The initial conclusion was that each area needs its own basic visitor facilities (toilets, parking, refreshments, etc.) with specific attractions which enhance the existing character and provide coherence to delineate but also unify each area.

## **2. The Local Community**

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As well as its role as a seaside town, Hornsea is the largest town and service centre in North Holderness. There are 5026 dwellings in the South East Holderness, ward excluding caravans, this figure rises to 7420 with caravans included illustrating just how much the population can grow during the main tourist season. 34.6% of the dwellings fall within Council Tax Band A, significantly higher than the East Riding average of just 26.3%.

The 2011 Census data shows that the mean age is 46 years and the median age is slightly higher at 49 therefore half the population is older than 49 and half younger. Only 54.9% of the population of North Holderness is of working age and it is worth noting that 30% of the population is of pensionable age.

Hornsea has pockets of disadvantage (three SOAs are in the worst 30% for income, employment and education and one SOA in the worst 20% for education, skills and training IMD 2011).

## **3. The Local Economy Context**

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East Riding of Yorkshire is covered by two Local Enterprise Partnerships (LEPs). The focus of the Humber LEP is on ports and logistics, renewable energy, and chemicals. The York, North Yorkshire and East Riding (YNY&ER) LEP priorities are Agri-Food, Tourism, High Speed Broadband, Business Support, Business Networks, Coastal Regeneration, Skills and Training. The local economy of Withernsea is significantly aligned to the interests of both LEPs.

LEPs are responsible for producing and delivering EU Strategic Investment Fund Strategies that will be delivered through the EU funding programme 2014 - 2020.

Visit Hull and East Yorkshire (VHEY) is the area's Destination Management Organisation and leads the local response to the national agenda, through promotion and development of its natural, cultural and heritage assets in line with its overarching tourism strategy.

The Economic Development Strategy for the East Riding (2012-2016) is under refresh but the commitments remain to support businesses, communities and individuals in the East Riding to:

- improve the productivity in the area;
- ensure a range of job opportunities are available; and
- reduce economic deprivation in challenging economic times.

All these are relevant to Hornsea.

Using data from the Hornsea Visitor Study Kada Research(2016) estimated that total visitor spend in Hornsea is £14.5m (2015 prices) and concluded that against a backdrop of predicted growth in leisure expenditure and population numbers there is scope for new visitor facilities to attract a greater share of expenditure and visitor numbers from both the local area and further afield, supporting sustainable economic growth and regeneration.

Despite the structural changes in coastal (or seaside) tourism, it still plays an important role in the overall visitor economy in the East Riding. Seaside tourism in the Hornsea area represents 1 in 5 jobs and was estimated to support 600 jobs (Beatty, Fothergill and Gore based on the BRES data from the ONS) and produces an estimated GVA of some £10-£12m million (Kada 2016 estimate). There was an increase of 100 jobs between 2006/08 and 2010/12. The Kada report states that 'there is scope to develop the visitor potential of the seafront in the South Promenade: there are regular visiting schools and universities studying coastal erosion; the largest off shore wind farm in the world is planned in the North Sea off Hornsea; a buoyant caravan park sector and many local, day and overnight visitors. However there is a distinct lack of visitor facilities in this part of the promenade despite it being located close to the popular visitor destination of Hornsea Freeport Shopping Outlet'.

## 4.0 The Local Economy

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Hornsea shows a concentration on public sector employment but tourism accounts for 1 in 5 jobs and was estimated to support 600 jobs in distribution, hotels & restaurants (Seaside Towns in the Age of Austerity 2014). 64% of visitors are day visitors from Yorkshire and the Humber (Welcome to Yorkshire, 2008) and there is a lack of overnight serviced and self-catering accommodation (5% of the accommodation stock compared with 28% across the East Riding). Therefore there is room to improve Hornsea's offer as an overnight destination and not just a day visit.

Hornsea has a population skewed towards an older age profile as set out above; this trend is set to continue. The recent development of some affordable housing and smaller dwellings should assist in attracting younger families but this needs to be matched with improvements to the town's leisure, recreation and employment offer.

Although Hornsea's Town Centre has recently seen increased private investment and improvements to the public realm, the Seafront has not received serious investment since 2001 when the central promenade was redeveloped. The seafront and promenade areas are vast and often undefined spaces but beyond the Council run Leisure Centre on the central promenade and a community run venue and café at the North end there are only a three cafes and two fish and chip shops, two arcades and an indoor play area available to visitors along the mile long seafront. The clean blue flag beaches remain a draw but the town centre's high quality environment is not being matched by the quality of activities on the seafront.

Poor infrastructure in terms of roads and communications coupled with the remoteness and 16 miles distance to the nearest city of Hull, has affected the competitiveness of the town to attract inward investment. The town has a limited range of visitor accommodation and is dominated by the high number of caravan sites. The average household income is less than £7000 per annum which impacts upon the spend capacity within the town. The offer in the town can be characterised by low value added operations and there is limited space in the town for new office or commercial space for growth. Local estate agents regard the commercial market as balanced with supply healthy and meeting demand, but this is often due to expanding businesses moving to Hull. Tourism is a key driving force within the local economy, however it generally provides low paid seasonal employment and there is a local perception that the caravan site visitors spend on site as opposed to in the town itself.

## 5. Ambition

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The aim of this plan is to contribute to the creation of a vibrant promenade and seafront in Hornsea by day and by night.

There has been some significant investment in Hornsea's seafront area including the award winning Central Promenade improvement scheme and the boat compound. Further public investment is planned with the redevelopment of south promenade scheme including the boat compound and Leisure Centre.

Despite this investment the economic potential of the seafront is not being fully realised by virtue of

- a lack of visual coherence and “sense of arrival”/sense of place
- the potential and need to improve the range and quality of visitor and resident facilities found in this area,

The Seafront Plan aims through a range of interventions to enhance the attractiveness and accessibility to create a sense of place, strengthen the town's visitor economy and identity and create a promenade that places Hornsea firmly on the map and achieves its vision of a bustling and vibrant coastal town.

The CCT will focus efforts and bring partners together to achieve a clear and deliverable plan to increase the range of the activities available on the seafront, improving the visitor offer, leading to increased spend and more jobs in the town.

### **South Promenade Boat Compound Redevelopment**

In 2013 a Feasibility Study was commissioned by East Riding of Yorkshire Council that considered all the site conditions and constraints and looked at various development options for the area surrounding the fishing compound and developing the compound itself. HARP took part in the consultation work and had representation on the project steering group. In 2015 HARP has continued to be closely involved in the development of the plans as they went out to further consultation and were submitted for planning permission, which was granted in February 2016 and an amended planning permission was also granted in November 2016.

The redevelopment includes the following:

- The redevelopment will create an iconic visitor facility to encourage tourists and residents to the south end of the promenade as a destination, by providing activities for the whole family to enjoy, including a café with sea views, retail space, education/information space, an increased leisure boat offer and informal play/picnic areas.
- Creating an attractive southern gateway to the sea front to encourage visitors to stay longer and spend more in the town including converting the day visitor to the higher spending staying visitor, through developing the tourism offer in Hornsea.

- Improving the facilities for the commercial fishermen by extending the compound and providing a maintenance shed.
- Extending the leisure boat compound creating increased capacity to meet current demand and allow for future increase in demand as the entire site is developed and marketed.
- Improving the facilities available to day launching of boats and other leisure craft including jet skis to unlock the huge potential of this market for Hornsea's visitor economy.
- Revising the layout of the compound and car park to create safe segregation between the working fishery, leisure craft and visitors to the site with clear/safe routes from the car park to the visitor facilities and the beach

## 6. The Needs of the Community

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One of Hornsea's great virtues is that it does not possess all the usual trappings of a larger seaside resort such as dozens of amusement arcades, cheap seasonal shops selling gifts and souvenirs or seafront rides and amusements. Those that enjoy the seafront now, do so for its very basic qualities, the beach, seafront walks, jogging and simply taking in the fresh air. The great frustration is that on its own this is clearly not enough to meet the needs of the resident population nor is it sufficient to attract new visitors.

The town centre and seafront, like many traditional resorts, is in need of investment to enable them to compete with other resorts on the East Coast. The business base has almost disappeared and a largely unoccupied apartment block stands testament to the impact of the recession on the already fragile property market.

A private sector led approach envisaged in the original masterplan for the sea front is not viable at the present time. There is a need to create coherence, improve the appearance of the sea front, and enable and encourage visitor, community and business use.

## 7. Strengths, Weaknesses, Opportunities and Threats (SWOT)

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The strengths can be seen in the 'asset' of the mile long promenade which is viewed by the team as a blank canvas. There are opportunities to capitalise on Hornsea's location within Hull's city region, its proximity to the city and the role Hornsea can play in changing external perceptions-

for visitors and investors alike. There is the untapped potential of the seafront at Hornsea to build on the expansive views, stay- cations and love of the British seaside, attract more day visitors and convert some day visits to overnight stay. This will create real value by promoting very high quality development on Council-owned land and at the same time investing in play, public spaces and green space.

Weaknesses are around lack of capital and revenue funding, local entrepreneurialism and voluntary/community/business sector support to deliver projects and fear of change which is also a threat.

## **8. Role of the CCT**

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The role of the CCT is to commission and oversee the development of the ‘Animating Hornsea Seafront’ Plan and implementation of quick win proposals which come out of the Plan for the coming months and summer 2017 season.

Over the next 6 months the team will look for opportunities to deliver the Plan and pilot some activities. Along with seeking funding, the team will also work with and keep other groups and the residents updated with the projects to ensure strong communications are upheld and continued support is given.

From 6 months to 5 years we intend to secure the resources for delivery of the proposals in the plan with some becoming permanent features on the seafront.

Regarding long term plans the Hornsea Master Plan sets out the Towns long term strategic plans. This is now due for review and update.

## **9. Links to other initiatives**

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Humber LEP Strategic Economic Plan (SEP)2014-2020 strategic enabler to make the Humber economic area ‘a great place to live and visit’ ‘Resorts along the North Sea coast need to revive or re-invent themselves to meet modern visitor expectations essential to complement the branding of the Yorkshire Coast being led by Welcome to Yorkshire and Visit Hull and East Yorkshire.’

York, North Yorkshire and East Riding LEP SEP 2014 priority to create ‘successful and distinctive places’, key action to ‘Ensure a strong and growing coastal economy’ ‘Economically, coastal areas, present some of the greatest regeneration needs in the LEP area, with unemployment, deprivation and skills issues in most towns, and most acute in the south of the Yorkshire Coast. As the tourism market has changed, so resorts need to widen and upgrade their offer...’

The adopted East Riding Local Plan contains policies which are used to help determine planning applications and investment decisions. Policy EC2 of the strategy document states *‘Tourism developments including attractions, facilities and accommodation, particularly those helping to meet existing deficiencies, will be encouraged to help strengthen and broaden the tourism offer across the East Riding.’ Within a Seafront Area tourism and recreation proposals that require a seafront location will be supported.’*

The Plan recognises the importance of the renaissance strategies (the Hornsea Masterplan) within the following statement:

*‘Renaissance Strategies have been produced for Hornsea and Withernsea, and proposals that contribute to the delivery of an adopted Renaissance Strategy will also be supported where they conform to policies within this Plan.’*

Policy A5 covering the Holderness and Coastal sub area states:

‘Support facilities which encourage year round tourism and related activities to help minimise the effects of seasonality.’

ERY Economic Development Strategy 2012-2016 highlights the importance of the visitor economy to the East Riding, in particular seaside tourism which supports 3,500 jobs and contributes an estimated £56m to the local GVA. Key action ‘Deliver seafront improvements to promote business growth and improved visitor experience.’

Hornsea Masterplan states: ‘This area is a major opportunity for the town and the South Promenade could become a new focal point as it is a key site of arrival for people travelling to the seafront. The redevelopment of the Boat yard site ...could incorporate new facilities such as café, public art and an informal play space for children.’

Two of the four key priorities in the East Riding Fishing Local Action Group strategy are strongly supported through the project:

Priority 1: Strengthen the fishery to become more sustainable – The Hornsea Fishermen will benefit from a safer and more efficient working environment leading to savings and a more sustainable future.

Priority 4: Improve marine and coastal environments – Improved drainage on site will positively impact on the wider coastal and marine environments along with the improved public realm surrounding the site and the separation of the public from the working fishery (whilst still enabling visitors to view the fishing boats).

The world’s largest off shore wind turbine array is being constructed in the North Sea by DONG Energy and is called ‘Hornsea Project One and Two’. This high profile infrastructure investment puts Hornsea firmly on the map and also presents the project with an opportunity to use the Education/ Information space to exhibit information about wind energy, workshops and training events linked to the renewables sector linked to the Green Port Growth programme. These opportunities are being explored with DONG Energy as the project moves into delivery.

## **10. Costs, Resources and Barriers**

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Please see Appendix 1 for the ‘Animating Hornsea’s Seafront’ Plan

The greatest barrier will be lack of resources for delivery and maintenance.

## **11. Value, Funding and Maximising our Potential**

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The value of the plan to the local economy is huge as it will increase visitor numbers, dwell time and spend in the town, indirectly supporting new jobs..

Potential funding streams range from relatively small grants e.g. Awards for All, the DONG Energy funded East Coast Communities fund to the much larger Coastal Communities Fund. Further sources will be sought on a regular basis with the assistance of East Riding of Yorkshire Council’s Funding Team and the self serve East Riding 4 Communities data base.

As the accountable body, East Riding of Yorkshire Council will endeavour to support the delivery of the projects in the most cost effective way to get the best out of the resources available within the council and local partner organisations/groups.

## **12. Communication & Consultation**

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The Team will consult with the public through our website and social media and hold public consultations at a community venue in the Hornsea, to gain feedback on the Plans. We will also consult with the local schools through the Head Teacher of the High School.

All partners will be kept up to date with progress on the Plan through the Partnership meetings where regular reports will be presented, minutes of which are available on the Partnership’s web site.

Community stakeholders will be informed of progress on the Plan through the Regeneration Partnership; many of them are current members. In addition we will send out press releases to inform the wider community of meetings, events and consultation combined with information posted on our website.

### **13. Logistics**

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The Team will meet bi-monthly to ensure progress is made against the plan. The team is representative of the community as it has been formed through our Regeneration Partnership which is made up of all interested organisations who share a common aim to work in Partnership to tackle the town's regeneration issues. The Partnership is experienced in overseeing key projects in the town and members are local ambassadors, engaging and informing the community of its aims and progress.

The organisations which are supportive of the Team include the whole Regeneration Partnership in Hornsea made up of 15 key partners including those listed at 4.2. The Coastal Community Team will help to strengthen the links between partners, to enhance and better coordinate working together and pooling of resources and engage new partners. The partner organisations come from the public, private and voluntary sectors in the town which are all supportive of the Team and experienced in delivering projects derived from economic plans within the town.

### **14. Sustainability**

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Our long term plan requires the Accountable Body to continue to provide support to the team. The annual cost of providing secretariat support to the CCT is approximately £3000.