

**BUILDING ON NEW BRIGHTON'S SUCCESSES
ECONOMIC PLAN:**

UPDATE APRIL 2017



PHOTOGRAPH BY IMAGEPLAY

Summary of Achievements

- Successful funding bid to the Coastal Revival Fund to relight the Grade II* 19th century Perch Rock Lighthouse, lit in April 2016. A community event was organised to celebrate the relighting with local storytellers, fancy dress competition sponsored by local businesses and a local film maker, ImagePlay, produced a video of the works to the lighthouse free of charge;
- Community project with United Utilities, Environment Agency & Amey Plc to clean New Brighton Model Boating Lake to support the Wallasey Model Boat Society, members of which were struggling to keep the lake clean. The lake was 'reopened' in April 2016 and a new 'boat house' installed by the lake by the Council and decorated for free by local artist Breda Whyte;
- Local voluntary group, The New Brighteners, supported with a community-led marketing campaign to encourage litter prevention throughout the summer of 2016. The group has been supported to successfully bid for funding to expand this in the summer of 2017, using art and drama to encourage behaviour change around littering, helping ensure sustainability and creating a positive 'knock on' effect in the areas in which visitors to New Brighton live;
- Responding to demand, the first Shopmobility service opened in New Brighton in August 2016 making New Brighton more accessible to people with limited mobility and physical disabilities, through the hiring motorised scooters and wheelchairs. This project, funded in part through the Council's Wallasey Constituency Committee, also saw a dilapidated building brought back into use to house the service and much needed public toilets reinstated and managed by the new service;
- Visitor Information Point developed which will be run entirely by volunteers from the local Heritage & Information Centre; to launch spring/summer 2017. This will sell local tourist merchandise which will help to support local independent traders and also generate income for re-investment in the area;
- Supported Wellington Road Conservation Area to secure a Traffic Regulation Order (funded through a budget devolved to the Council's Wallasey Constituency Committee) to prevent coach parking near residential properties which was causing noise pollution;
- Worked with the Council to create 'echelon' parking along the promenade following the re-laying of the road, resulting in an increase of 10% in parking available within the resort;
- Worked with businesses to rebrand a small area of independent traders as the 'old town', building upon the roads' long history and reflecting the community's desire to see New Brighton's heritage built upon and celebrated. A destination marketing campaign is being developed with the businesses;
- Community 'pirates' helping to build a 'Pirate Trail' to link the train station with the iconic community-built 'Black Pearl' driftwood boat to direct footfall through the 'old town' to increase trade; to launch in spring/summer 2017;
- Secured sponsorship from DONG Energy, one of the leading energy groups in Northern Europe, for a local events programme in New Brighton as part of a large scale Liverpool City Region event (Nov 2016). Negotiated with the Council to create an opportunity for local independent food outlets to cater at the event raising the profile of their businesses and marketing their 'high street' as a destination;

- Worked with local traders, community choirs/performers and fledgling businesses to run a two-day Christmas Fayre (2016) in the 'old town', which was struggling with footfall. The feedback was overwhelmingly positive from the local community and local businesses, bringing significantly increased footfall and new visitors to the area. This engaged and garnered support from businesses not currently part of the Traders' Association. There are calls for this to be repeated bi-annually and work is ongoing with traders;
- Successful funding bid (DONG Energy's Burbo Bank Extension Community Fund) to build a new tourist trail, New Brighton Mermaid Trail (art installation), focusing upon a local legend, to help move footfall around the resort to benefit smaller independent traders based inland from the popular promenade. Five schools and a Community Interest Company were selected in an open competition across the borough to decorate the Mermaids, ensuring community ownership of the Trail; they will be guests of honour at the launch in June 2017. Local businesses will sponsor the Trail providing funding for ongoing marketing and promotion;
- Secured a small operating budget from the Council through its Wallasey Constituency Committee to support NBCCT's ongoing work; its proactive work to date helped achieve this;
- Supported two local traders' associations to reinvigorate and undertake a more active role; the second association has very recently joined the first as a member of New Brighton Coastal Community Team;
- Work ongoing with the Council to support two local residents to implement an idea they have developed for a large-scale tourist attraction in the resort;
- Responding to the wants of local residents and businesses to host more events in New Brighton, NBCCT has worked with event providers to see a large scale festival, large scale tourist attraction and a Continental Market brought to the resort in 2017, putting in place parameters that minimise disruption to residents and maximize income for businesses. The work of NBCCT in hosting large events in 2016 was the catalyst in raising New Brighton's profile and securing this new interest from regional and national event organisers.

Marketing and Events

Project	Timescale	Update	Current Status
<p>Extend the content of the resort's website and continue to update regularly. www.visitnewbrighton.com</p> <p>Also create a new visitor guide to New Brighton – hard copy.</p>	Short term	<p>Web site refreshed and re-launched March 2017. http://wirralview.com/news/new-brighton-new-improved-website</p> <p>A free New Brighton & North Wirral Visitor Guide was published in 2016 and 2017 (15,000 copies) by local publisher LCDP Wirral.</p>	COMPLETED
Work with coach and bus tour operators as well as cruise ship ground handlers to add New Brighton on to itineraries.	Short term	Research being undertaken.	IN PROGRESS
Establish a dialogue with Merseytravel to explore whether a ticket deal can be developed for travel plus attractions/discounts. Also explore a 'New Brighton' pass whereby holders obtain discounts and special offers in return for email address and demographic information.	Short term	Work recently commenced.	IN PROGRESS
Host a launch event for the new lighting on Perch Rock Lighthouse.	Short term	Community event took place in April 2016, organised by New Brighton Coastal Community Team, to celebrate the relighting with local storytellers, fancy dress competition sponsored by local businesses and a local film maker, ImagePlay, produced a video of the works to the lighthouse free of charge.	COMPLETED

Project	Timescale	Update	Current Status
Support existing events in New Brighton such as the Love New Brighton Parade, the Vale Park Band Festival amongst others.	Short term for 2016 and medium term beyond that	NBCCT has become a first point of contact for event organisers wishing to host events in the resort, providing an opportunity for members to shape events to benefit the local area before formal submission to Wirral Council. Support has been provided where requested by event organisers and this will continue.	COMPLETED
Explore the possibility of a Sunset Dawn Festival	Medium term		NOT STARTED
Develop a comprehensive events plan for New Brighton – including the events above and others not mentioned here such as those hosted by Fort Perch Rock and Vale Park.	Short to medium term	Events organised by NBCCT in 2016 has raised the profile of the resort and attracted large scale event organisers. All planned events and attractions are promoted on an ongoing basis through www.visitnewbrighton.com .	COMPLETED

Project	Timescale	Update	Current Status
Explore the possibility of a Business Improvement District (BID) for New Brighton which could create an annual fund for marketing and events.	Medium term		NOT STARTED
Introduce a markets offer – Christmas Markets, Arts, Crafts, Farmers’ Markets, Antiques, summer markets, Victorian markets.	Medium term	NBCCT hosted a successful two-day Christmas Fayre (market) in Victoria Road & Victoria Parade in December 2016. The Traders’ Association is being supported to replicate. NBCCT supported a Continental Street Market to operate on Kings Parade in April 2017 and work is ongoing to see a regular offer.	COMPLETED

Commercial and Development

Project	Timescale	Update	Current Status
Introduce modern outdoor children's adventure play equipment and (or) outdoor gym equipment.	Medium term		NOT STARTED
Facilitate the introduction of a new hotel (branded).	Medium term	Discussions ongoing with Wirral Council.	IN PROGRESS
Facilitate the introduction of more restaurants.	Medium term	Discussions ongoing with Wirral Council.	IN PROGRESS

Project	Timescale	Update	Current Status
Explore the feasibility of a major visitor attraction e.g. viewing attraction/tower; indoor waterpark; art gallery; aquarium, outdoor lido etc.	Medium term	Exploring options with a potential provider and Wirral Council.	IN PROGRESS
Explore the possibility of re-introducing a pier.	Long term		NOT STARTED
Support Fort Perch Rock in its conservation efforts.	Medium term		NOT STARTED

Project	Timescale	Update	Current Status
Floral Pavilion.	Short term	Work is being led by Wirral Council.	IN PROGRESS

Infrastructure and Visitor Facilities

Project	Timescale	Update	Current Status
Identify appropriate uses for Marine Lake which bring activity and animation.	Short term	Soft market testing undertaken. Tender exercise conducted in 2016 in partnership with Promenade Estates but a new operator was not identified. Options are being reviewed by Wirral Council.	IN PROGRESS
Permanent lighting for Marine Lake.	Medium term		NOT STARTED
Introduce a land train between Seacombe ferry terminal and New Brighton.	Medium term	Work ongoing to facilitate this.	IN PROGRESS

Project	Timescale	Update	Current Status
Introduce 'mermaid' art trail and time capsule around New Brighton.	Medium term	Successful bid to DONG Energy's Burbo Bank Extension Community Fund for phase 1 (Mermaid Trail). Trail to be launched June 2017.	IN PROGRESS
Explore the feasibility of introducing beach huts for rent.	Medium	Options are being considered.	IN PROGRESS
Create a family friendly area of the beach.	Short term	Initial work has been undertaken and is to be led by Wirral Council.	IN PROGRESS

Project	Timescale	Update	Current Status
Create a dedicated dog exercise area (dog friendly area).	Medium term		NOT STARTED
Conduct a review of signage and wayfinding in the town.	Medium term	Review undertaken and requirements identified. Seeking funding to progress.	IN PROGRESS
Convert the redundant former bowling pavilion in Marine Park to a Shopmobility facility to be operated by Wired (charity) which will include public toilets.	Short term	Shopmobility service opened in Marine Park in October 2016 at weekends. Public toilets are now open during service opening hours.	COMPLETED

Project	Timescale	Update	Current Status
Conduct a review of parking and traffic movement in the resort.	Medium term		NOT STARTED
Conduct a review of public transport provision to the resort.	Medium term		NOT STARTED