



Bridlington Regeneration Strategy

CONSULTATION ANALYSIS REPORT

September 2004



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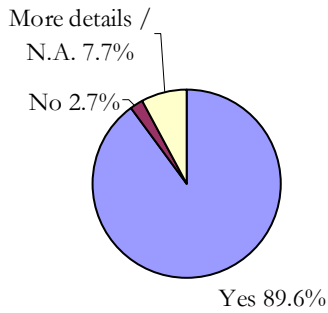
1. Background

- 1.1 This report outlines the results and provides an abstract of the detailed feedback from the September 2004 public consultation on the Bridlington Regeneration Strategy.
- 1.2 The consultation involved a number of actions focused on raising understanding of the Strategy, its projects and the timetable, and invited the public to show their support and set out their comments. Various means of engaging the public were used, including roadshows, seminars and an exhibition at Leisure World, Bridlington, between 23rd and 25th September 2004, which became the focus of this consultation. Publicity and working with the media ensured that the public were fully advised and engaged. Many organisations and businesses were also sent invitations and the main exhibition became an opportunity to work with partners and stakeholders.
- 1.3 Two styles of questionnaire were used in the consultation.
- The first was attached to the September edition of 'Regeneration News', Bridlington Regeneration Partnership's monthly newsletter, which is sent out with the East Riding of Yorkshire Council's 'East Riding News'. (See appendix B). This questionnaire included a Freepost return address and a total of 422 have been received.
- The second questionnaire (See appendix C) was available at the exhibition for invited guests and members of the public to complete during their visit or return to Town Hall, Bridlington, by the closing date of 29th September. A total of 488 have been received.
- 1.4 Around 1,300 people attended the exhibition and the roadshows. Over 900 questionnaires have been completed, returned and analysed.

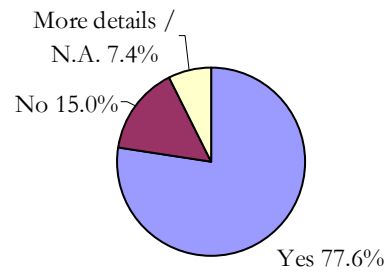
2. Results of questionnaires

The following charts give a visual representation of the percentage results in each of the seven main projects. These results are a combination of the newsletter and exhibition questionnaires. For full details see 'Table of results' (Appendix A).

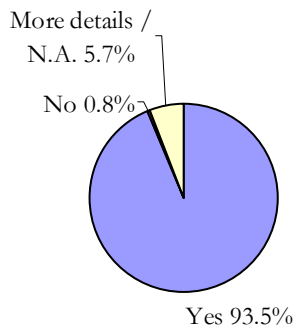
Town Centre Redevelopment



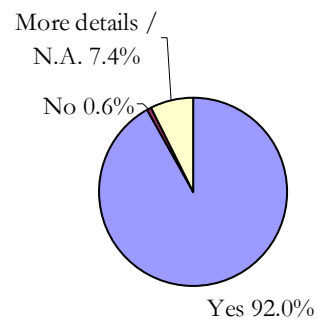
Harbour / Marina



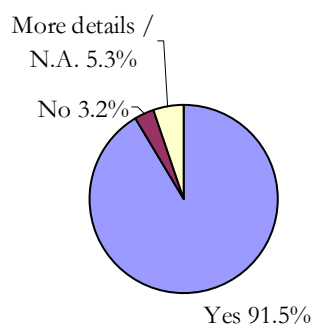
Transport



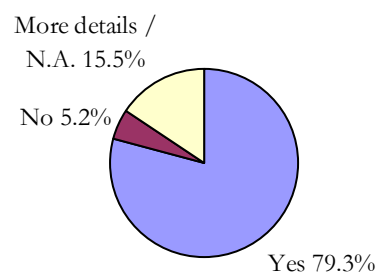
Improve Public Realm



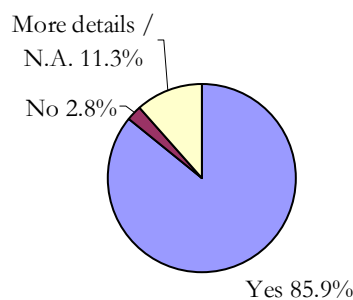
Spa Refurbishment



Business Premises



Marketing



* N.A. = No answer

3. Feedback on main projects

The newsletter questionnaire provided a single space to write comments/feedback however the exhibition questionnaire provided a space for each of the five main Study areas (see appendix B & C). We have therefore divided the comments from the newsletter feedback into the most appropriate sections for the purposes of comparison. The comments on the questionnaires are wide ranging and it is only possible within this report to give an abstract summary of the main points raised. The number in brackets following each comment reflects the number of times such a comment has been recorded.

3.1 Town Centre Redevelopment

3.1.1 Comments of support

Newsletter feedback

- General supporting comments (37)
- Must improve shopping choice (26)
- Town centre needs improvement as a priority (12)
- Yes - but keep character, charm and identity (8)
- Bigger/better hotels needed to attract business use (7)
- Improve the café and restaurant choice (4)
- Redevelop the Gypsy Race area (2)

Exhibition feedback

- Need to attract a better range and quality of shops (35)
- In favour of a multi-storey car park (19)
- In favour of pedestrianisation (12)
- In favour of Park & Ride scheme (9)
- In favour of opening-up Gypsy Race (1)

3.1.2 Perceived concerns

Newsletter feedback

- Too many closed retail premises at present (3)
- Old Town proposed improvements are un-necessary (1)
- Don't build more housing/retail space in town centre (1)
- High rents/rates have led to the town centre downturn (1)
- Why is redevelopment always in the town centre – there are loads of vacant premises there anyway? (1)
- New retail space needs reasonable rents for independent traders (1)
- Must improve customer service to visitors (1)
- Concern that town centre must not get over-developed (1)
- Move rides & amusements from the Esplanade (1)
- The Old Town needs advertising too (1)
- Redevelopment must serve the residents (1)
- Generally not supported (1)

Exhibition feedback

- The town centre looks poor/dirty/shabby (12)
- Far too many cheap/tacky and charity shops (11)
- The old chapel on Chapel Street is an eyesore (3)

- Residents always go out of town to shop (3)
- Too many eyesores in town centre (2)
- Too many empty shops / vacant properties (2)
- The town centre feels fragmented (2)
- Business rates are too high (2)
- Too much land assembly would be required (1)
- Wider regeneration needed, not just restricted to town centre (1)
- Rate payers will have to foot the bill (1)
- Promenade Street will be left to decay after regeneration (1)

3.1.3 Suggestions

Newsletter feedback

- Dog fouling complaints/suggest imposition of fines (5)
- Suggesting fines for litter dropping (4)
- Suggest provision of affordable housing in town centre (3)
- Extend pedestrianisation to whole town centre area (3)
- More litter bins needed please (2)
- Improve King Street (2)
- More enclosed shelters/sitting areas needed on the seafront (2)
- Create room for pavement cafes, etc. (2)
- Clean up Moorfield Rd/Quay Rd junction (1)
- Look to improve the 'district' parks not just town centre areas (1)
- More green spaces/trees in town centre needed (1)
- Keep some of the better old buildings (1)
- Involve the private sector (1)
- Could develop in an East Coast shopping 'Mecca' (1)
- Re-vamp Chapel Street – demolish the chapel (1)
- Encourage the development of high quality residential accommodation for older people – link to training opportunities in health/social care that could be run at the College (1)
- Pedestrianise Prince Street & link to the development of the harbour (1)
- Concentrate redevelopment on town centre housing in Hilderthorpe Road area (1)
- More council housing needed in town centre (1)
- Must focus on defining the town centre (1)
- Demolish from Bridge St/Harbour along Hilderthorpe Rd (1)
- Reduce the number of Charity Shops (1)
- Attract major retailers to generate more spending (1)
- CPO all property (1)
- Extend opening hours for tourist businesses (1)
- Build hotel, conference centre and all weather leisure facility (1)
- Covered areas needed to retain visitors in town centre (1)
- Need offices and apartments in town centre (1)
- Gypsy Race area could include a park (like Peasholme Park) (1)
- Landscape improvements needed to S & N of town centre (1)
- Charge £2/day at Moorfield CP - & reopen PCs with income (1)
- Build a conference centre (1)

Exhibition feedback

- More public toilets needed (18)
- More car parking in town centre is required (14)
- Need to attract big stores / department stores (9)
- Need better street cleansing (7)
- Need more quality cafes and restaurants (7)

- Bridlington needs to create/maintain a unique identity and retail experience (6)
- Town centre redevelopment a priority over new Marina (6)
- More green space / amenity areas needed in town centre (5)
- Re-open existing closed public toilets (5)
- Improve existing shop fronts (4)
- Relocate the funfair (3)
- Build a new 4/5 star hotel (3)
- Would support creation of under-cover shopping street (3)
- King Street needs breaking-up with trees, fountain, etc. (3)
- New & improved one way system in town centre required (3)
- Build a skate park, then less damage to sea front fittings (2)
- 'Disabled only' parking in town centre (2)
- Would support widening of Hilderthorpe Road (2)
- Get rid of amusement arcades on Harbour front (2)
- Concentrate on refurbishing existing vacant properties (2)
- Winter Gardens site needs redeveloping (1)
- More cycle lanes required in town centre (1)
- Need more 'speciality' shops (1)
- Restrict vehicular access to town centre between certain hours (1)
- Would like cleaner pavements (1)
- Need a bus service for people working at Carnaby and Bessingby (1)
- Cut down on number of amusement arcades (1)
- Better rail links, such as Leeds, Sheffield, etc. (1)
- Reduce No. of traffic lights, increase No. of roundabouts (1)
- Need to promote Bridlington's cultural heritage (1)
- Need to create a closer link between town centre and Old Town (1)
- Need more attractions for young people, ice-skating, bowling, etc. (1)
- Parking spaces for bicycles needed
- More / better evening entertainment needed (1)
- Plant trees to improve visual amenity of town centre (1)
- Must place high priority on sustainable development of any new-build projects (1)
- More litter bins needed in town centre (1)
- CCTV needed in town centre (1)
- Extend 'The Promenades' shopping centre (1)
- Architecture of new developments should be high quality (1)
- Promote the Spa as a conference facility (1)
- Preserve character of the town by placing emphasis on refurbishment over redevelopment (1)

3.2 Harbour / Marina

3.2.1 Comments of support

Newsletter feedback

- Marina proposal supported – essential for future of town (49)
- Must resolve the differences between ERYC & HC (3)
- Prefer HC option (1)
- Do not lose the working harbour 'feel' (1)
- Marina design must be 'in keeping' (1)
- Existing harbour is filthy – what better than a new one? (1)
- Support subject to no additional beach take (1)

Exhibition feedback

- Support proposed scheme and future development (255)
 - Good parking, good development, good access, water sports, sailing opportunities for schools, museums, etc., vital for boosting economy, long term investment, bring more customers and businesses to Bridlington.
- Do not support Marina (46)
 - Too expensive, no benefit to town, environmental impact, rejected before, build it to the South of town, build to the North, use the Harbour area only, build a smaller one, no future for fishing industry, open up toilets rather than build Marina

3.2.2 Perceived concerns*Newsletter feedback*

- Marina not supported (general) (28)
- Proposed marina too large (11)
- Would support a smaller scheme (5)
- Support for improved harbour & fishing quay only (5)
- New buildings must not obstruct views (3)
- Put the marina at a more southerly beach location (3)
- Too much beach taken (2)
- Don't reduce HC income (1)
- Development on reclaimed land will down-value existing property (1)
- Concern over marina's effect on sand in Bridlington Bay (1)
- A risky venture - & will become an expensive failure (1)
- It will not pass another Inquiry (1)
- A viable financial package must be established – long term debt is not acceptable (1)
- Too much traffic will result from 500 boats & 800 homes (1)
- The real reason for the marina is high value housing on the reclaimed land (1)
- Tourists will not come during construction & will not return (1)
- Adverse effect on coastal erosion (1)
- Cost will exceed estimate (1)
- Council tax payers will bear the costs (1)

Exhibition feedback

- Concern about costs, fees, too expensive, no benefit to the town (15)
- Concern about environmental issues, beach loss, land reclamation too large (14)
- Need more detail about dry-side development (6)
- Must keep to published footprint (5)
- Increased dredging will affect shellfishing (2)
- Concern about Option A's narrow entrance (2)
- Concern about future security, illegal immigrants (1)
- Is there demand for 500 berths? (1)
- Council's plan will put powerboats out of business (1)

3.2.3 Suggestions*Newsletter feedback*

- Take a vote/referendum on alternatives (4)
- Encourage development of specialist restaurants (1)
- Space needed for dry-sailing and clubhouse facilities (1)
- Link marina with other beach based water sports (1)

- Boat owners must be able to park near their berth (1)
- Security measures needed to prevent illegal activities (1)
- Maintain the flow from the Gypsy Race into the marina (1)
- Assist the harbour commissioners to improve the harbour (1)
- Enforce fast food outlets to clear litter around harbour (1)

Exhibition feedback

- Harbour Commissioner's scheme is best, more viable, seems more practical (55)
- Smaller Marina, 300 berths would do (14)
- Support Council's scheme (7)
- Get it right for all users (6)
- Use the existing Harbour, not a new Marina (6)
- OK, but must have an outer Harbour / refuge (5)
- Suggest build to the North of the Harbour (4)
- Must work with the Harbour Commissioners (4)
- Fishing fleet need 24hr access (3)
- Need to retain picture post card image (2)
- Already rejected by Public Inquiry (2)
- Build it to the south of town (1)
- Needs to be linked to the town centre (1)
- Would support option's A or B (1)
- Support option A but with locked middle basin (1)
- Carefully consider pleasure craft users (1)
- Move fast food outlets on Harbour Road (1)
- Original 2003 Marina plan is best (1)
- Demolish Ebor Flats (1)
- Need to provide a good setting for Spa / Hotel(s) / etc. (1)

3.3 Spa and Leisure World

3.3.1 Comments of support

Newsletter feedback

- Spa – retain and refurbish-general support (68)
- Spa – aim to attract new uses through marketing widely (2)
- Spa – increase revenue & aim for profit (1)
- All weather leisure facility – general support for new one (2)

Exhibition feedback

- Spa – upgrade/modernise & retain character (36)
- Spa – upgrade/update (27)
- Spa – More attractive facilities needed to attract new business (18)
- Spa – Complete refurbishment needed (16)
- Spa – Design suggestions (external lift/extend balconies/toilets/seats/dome/organ/dance floor) (9)
- Spa – one of Brid's best assets – landmark - retain (8)
- Spa – needs looking after (3)
- Spa – welcome proposal after long wait (3)
- Spa – Investment in refurbishment is warranted (3)
- LW/New – New a good idea (4)
- LW/New – there needs to be continuation of swimming facilities in Brid (3)
- LW – Demolish (2)
- LW – Sell (1)

- Spa & LW – Go ahead/ badly needed! (5)
- Spa & LW – Both important to Residents & Tourists/necessary for Brid (4)
- Spa & LW – We need more facilities (2)
- Spa & LW – Must be carried out to a high standard (2)
- New All Weather Leisure Facility – AWLF- general support (6)

3.3.2 Perceived concerns

Newsletter feedback

- Spa – do nothing (2)
- Spa – refurbishment costly and not a priority (2)
- Spa – ensure maintained & cleaned in future – better than in past (2)
- Spa – does not employ great nos. of locals – do not support plans (1)
- Spa - scheme not ambitious enough (1)
- Spa – pull it down! (1)
- Spa – improve by cleaning & maintenance work (1)
- Spa – sell to private sector company (1)
- Spa – not fulfilling its potential (1)
- Spa – not sure existing building worth £6m refurbishment (1)
- Spa – pricing structure too high (1)
- Spa – don't let it get damaged by skateboards like the S prom (1)
- LW – retain & refurbish (9)
- LW – exterior needs refurbishment (2)
- LW – what will happen to the site (1)
- LW – replacement on marina too far for N side residents without cars (1)
- LW – is run down due to lack of investment & lack of staff (1)

Exhibition feedback

- Spa – demolish & rebuild / total redesign needed (6)
- Spa – don't refurbish - build new conference centre & hotel complex / Integrate with the marina (3)
- Spa – concern that it will still need maintenance in future (2)
- Spa – Re-develop/question justification for refurb. (2)
- Spa – it is beyond refurbishment (1)
- Spa – good facility – leave as it is (1)
- Spa – concern it will not get done unless marina goes ahead (1)
- Spa – concern seat prices will rise to unacceptable level (1)
- Spa – concern it will not attract more visitors unless capacity increased (1)
- LW/New – retain on existing site (5)
- LW/New – relocate to edge of town (1)
- LW/New – there needs to be clean swimming facilities (1)
- LW – Refurbishment/Modernisation sought (cf. re-provision) (37)
- LW – inadequately cleaned & maintained (7)
- LW – changing must be kept clean, safe & secure (5)
- LW – under-used at present (4)
- LW – return 3 Bs to theatre use (2)
- LW – relocation to marina would cause traffic congestion (1)
- LW – needs private sector management (1)
- LW – remove pool use restrictions (1)
- LW – can prove expensive for regular use (1)
- LW – better signage needed (1)
- LW – more varied wet weather facilities needed (1)
- LW – concern about future of the site/building if new facility provided (1)
- LW – Improved facilities needed now (1)

- LW – why plan a new one – we have LW! (1)
- LW – why do facilities seem to be transferred to Spa site? (1)
- LW – Looks like a prison from outside (1)
- LW – It is part of Brid (1)
- LW – Main pool water cold (1)
- LW - more slides and hot-tubs needed (1)

3.3.3 Suggestions

Newsletter feedback

- General – concentrate on wet weather facilities (1)
- General – more facilities for young people (1)
- Spa – needs improved parking facilities (5)
- Spa – demolish & rebuild with parking facilities (4)
- Spa – more and better acts/artistes (3)
- Spa – retain dance floor/ ballroom (2)
- Spa – retain all facilities currently on offer (1)
- Spa – spruce up now & complete refurb after marina construction (1)
- Spa – use as wet weather facility for visitors (1)
- Spa – improve stage facilities & backstage facilities (1)
- Spa – air conditioning to theatre required (1)
- Spa – RSH – organ required (1)
- Spa – good hotels needed to help Spa fulfil potential (1)
- Spa – free lifts to the venue for the elderly (1)
- Spa – use for business events to attract business to Brid (1)
- Spa – survey promoters to see what attracts them (1)
- LW – demolish 3Bs (1)
- LW – increase use as an entertainment venue (1)
- LW – Refurbish the toilets (1)
- LW – change completely (1)
- LW – retain as well as new facility (1)
- LW – improve parking for users (1)
- LW – use 3 Bs for more daytime events – music/dances etc (1)
- LW – use 3 Bs as a roller rink (1)
- LW/New AWLF – retain indoor bowls facility (2)
- New AWLF – should incorporate extensive facilities and replace Sports Hall functions too (1)

Exhibition feedback

- Spa – more top acts, not ‘has beens’ (9)
- Spa – improve parking access/availability (3)
- Spa – more classical music events wanted (2)
- Spa – more musicals/shows (2)
- Spa – more regular ballroom/sequence dancing (2)
- Spa – establish a good theatre (like Stephen Joseph) & seek support (1)
- Spa – more choice of events wanted (1)
- Spa – suggest cut prices/ 2 for 1 offers to fill seats (1)
- Spa – must cater for community group use (1)
- Spa – large glass conservatory to house wine bar overlooking bay (1)
- Spa – needs air conditioning (1)
- LW – make pool more user friendly (1)
- LW – what about a casino on the site? (1)
- LW – form a piazza on the seaward side (demolish kiosks etc) (1)
- LW – Site for Winter Gardens/ Tropical Gardens/ Aquarium? (1)

- Spa & LW – preferential rates for residents/pensioners (2)
- Spa & LW – use as part of wider (wet weather) entertainment offer (2)
- Spa & LW – shabby failing to meet expectations use private sector facilities in Hull/York (2)
- Spa & LW – How old are the facilities (1)
- Spa & LW – Need more events in daytime (1)
- Spa & LW – Un-hygienic, toilets disgusting (1)
- Spa & LW – sell to the private sector to make them pay (1)
- Spa & LW – pricing should be affordable (1)
- AWLF – Suggest Ice Rink/ Roller Rink/Bowling Alley (4)
- AWLF – 50m pool in town – attract major events (2)
- AWLF – more & varied wet weather facilities needed – parents willing to pay for their children (2)
- AWLF – Suggest Centre Parks type facility out of town (1)

3.4 Transport Study

3.4.1 Comments of support

Newsletter feedback

- Multi-storey Car Park (34)
- Park & Ride (26)
- Motorway link improvement (21)
- General support (21)
- Improvements required to road network (14)

Exhibition feedback

- Support Park & Ride (55)
- Improve roads to motorway etc (29)
- Support for transport strategy in general (18)
- Support multi-storey (18)
- Support parking improvements for residents (16)
- Support more pedestrianisation (6)

3.4.2 Perceived concerns

Newsletter feedback

- More convenient Town centre parking needed (11)
- More pedestrianisation of town centre needed (9)
- Better car parking needed for residents and visitors (7)
- Park & Ride will not work in Brid (5)
- Multi-storey car park not supported (4)
- Remove charges for residents passes & make available to all residents (4)
- There is inadequate parking provision for disabled drivers in town (3)
- Too much uncontrolled parking by disabled drivers (2)
- CPZ one hour restriction is too short – raise to 2 hr (2)

Exhibition feedback

- Concern over appearance of multi-storey (5)
- Not supportive of Park & Ride (5)
- Object to parking permit (CPZ) (4)
- Toilets need opening (4)

- Congestion is the problem (3)
- More detailed analysis needed for park & ride (1)
- How much will the cost of parking signage be? (1)
- Disabled scooter riders need more dropped kerbs (1)
- Transport problems put people off coming to Bridlington (1)
- Transport is higher priority than marina (1)

3.4.3 Suggestions

Newsletter feedback

- Improve rail links (W Yorks, Hull, London) (5)
- Review operation of King St pedestrianisation (2)
- How about a monorail linked to the park & ride & key locations (2)
- Transport interchange/ 2nd bus station could be provided at the railway station (2)
- Run the land train on a circuit through town (2)
- Better buses (more accessible for pushchairs) needed (1)
- Maintain free parking (1)
- Develop coach parking at the south side (1)
- Start with improving the condition of streets & pavements (1)
- Give more attention to minor public highways on access routes (1)
- Car parking should be unobtrusive but well signed (1)
- Pavements need replacing in the Old Town (1)
- Residents should receive parking passes to give them parking at winter rate for whole year (1)
- Let tourists park close to their accommodation (1)
- Reduce car parking charges (1)
- Bring back the bus pass scheme (1)
- The coach park needs street lighting (1)
- Improve the road to Scarborough (1)
- Traffic signals need better co-ordination (1)
- Relocate Tesco's petrol station to reduce traffic congestion and remove risk to local residents (1)
- Extend the land train route to S.Cliff car park now (1)
- Link the N & S land train routes (1)
- Remove many of the tourist information road signs – not necessary (1)
- Improve public transport (1)
- Subsidise rail fares from W Yorks (1)
- Run a STEAM train link to Brid in Summer (1)
- There is too much taxi parking space & loading bays in town centre (1)
- Bridge Street footpath is too narrow – wheelchairs cannot pass when busy (1)
- Create 2 tier parking along S Beach between Spa & golf course (1)
- Move the bus station to the Railway Station (1)
- Build multi-storey car park on the bus station (1)
- Run the land trains into the harbour to encourage visitors (1)

Exhibition feedback

- Less traffic in the town centre (8)
- Better movement of traffic (7)
- Move bus station, e.g. to railway station area (5)
- Improve town centre parking (5)
- Improve B&Q / Tesco junctions (5)
- Improve public transport (at night, to hospital, pram access, bus lanes, to Moorfield Road CP) (5)
- Need more cycle lanes and pedestrian improvement (4)
- Improve train links (3)
- Parking in taxi lanes when not used fully (2)

- Dual Bessingby Rd (2)
- Improve routes to Town Centre (2)
- Junctions outside town need improving (1)
- One-way system needs increasing (1)
- Bring park & ride nearer town centre (1)
- Better road signs needed (1)
- Move coach park out of town centre (1)
- Loop road around town centre needed (1)
- Stop blue badge holders parking on double yellow lines (1)
- Links to Old Town need improving (1)
- More residents parking needed (1)
- Remove low speed limits on approach roads (1)
- Stop all parking in the town centre except for trade (1)
- Don't just hit the motorist (1)
- Hilderthorpe Rd improvement (1)
- Free Car parking (1)
- 7 days a week bus services (1)
- Better planned disabled parking (1)
- Provide underground car park in front of the Spa (1)
- Use Strawberry Fields as Park & Ride site & move the car boot sales (1)

3.5 Business Premises Study

3.5.1 Comments of support

Newsletter feedback

- General support (7)

Exhibition feedback

- Support business premises proposals, modern premises (30)

3.5.2 Perceived concerns

Newsletter feedback

- Many premises at Bessingby have been empty long term –try to fill these and improve their condition before developing more (5)
- Concern about whether business can be attracted into Brid (2)
- More businesses and work needed (1)
- Is there any demand? (1)
- Will new jobs attract people in or will jobs be for locals? (1)

Exhibition feedback

- Needs more investigation, how to attract businesses & investment (13)
- Business Rate does not support independent retailers (1)
- Town Centre Rents too high to compete (1)

3.5.3 Suggestions

Newsletter feedback

- Try to attract a call centre / other business (2)
- Landlords should fund their premises improvements (1)
- Bessingby should be wholesale trade only (1)
- There should be no green-field development (1)

Exhibition feedback

- Need bigger/better shops/smarten up the town centre (5)
- Businesses should provide more jobs especially for the young (3)
- Need good road links (3)
- Grey pound is worth marketing (3)
- Improve existing business premises (3)
- Improve support for businesses at Bessingby (2)
- Grow small businesses (2)
- Need more manufacturing at Carnaby (2)
- Attract businesses to empty premises e.g. grants (2)
- Make business area viable (2)
- Good business follows successful Town centres (2)
- Rate free start ups to encourage new business especially for young (2)
- Need to investigate Aquaculture (1)
- More new manufacturing needed (1)
- Small business premises are the focus (1)
- Let vacant shops at subsidised rents (1)
- Library is free why not sports facilities? (1)
- Open the toilets (1)
- Bessingby, Carnaby could provide entertainment, superstores, cafes, park & ride etc. (1)
- More businesses needed in town (1)

4. Other feedback

The exhibition questionnaire included a space for making 'any other comments'. We have also added to this section any comments received on the newsletter questionnaire that do not fit into one of the five Study areas. As above, it is only possible within this report to give an abstract summary of the main points raised.

4.1 Comments of support

Newsletter feedback

- General Support (44)
- There must be change – get on with it/move forward (15)

Exhibition feedback

- Support whole strategy (43)
- Support Multi Storey Car Park (2)
- Support Skate Park (1)

4.2 Perceived concerns

Newsletter feedback

- Public Conveniences – more needed/re-open etc. (34)
- Fear of council tax rises – long term debts (4)
- Don't carry out utility and highway works in season (1)
- The old Winter Gardens is still an eyesore (1)
- The lack of publicity is the cause of failing tourism income (1)
- Year round full-time employment opportunities are needed – especially for the young (1)
- The proposals are too long term (1)
- There is insufficient parking (1)
- There is no 'marine' project included (1)
- The town will lose visitors if development sites are untidy (1)
- Bridlington will never be a conference town due to location (1)

Exhibition feedback

- Don't forget the Old Town (3)
- Don't let the marina take too much beach especially near Spa (3)
- Need new ideas (2)
- Looking for good quality jobs e.g. Graduates (2)
- Concern about overspending (1)
- Support strategy but don't spoil Bridlington (1)
- Men in overalls run marinas – not those in suits (1)
- Need more investigation into Marina scheme (1)
- I see no reason to stay in Bridlington (1)
- Concern about dog mess (1)
- Need short term improvements and long term schemes (1)
- Where are the other development proposals to choose from? (1)
- Leave the beach alone (1)
- Make sure council does its homework on the marina this time (1)
- Need more time to take in exhibition material (1)
- Don't crowd everything around the Spa (1)
- Traffic is 'big' these days (1)
- Security around the marina needs to be thought about (1)

- Can't afford any more rises in Council Tax (1)
- The marina idea is a myth (1)
- East Riding (Beverley) is determined to have its marina (1)
- Need to do a silt movement and erosion study (1)

4.3 Suggestions

Newsletter feedback

- Incorporate a (covered) pier on the seafront (8)
- Market S Beach/Wilthorpe – great assets (6)
- Clear fast food and funfair rides from Esplanade (4)
- Remove Ebor Flats (4)
- Brid had lots of history – market this aspect (2)
- Make more of the Old Town (2)
- A large upmarket hotel is needed (2)
- Let the marina supporters fund its losses (2)
- Improve promenade lights – like a mini Blackpool (1)
- Move amusements from harbour & sea front (1)
- More entertainment for the 40-60 age group (1)
- Build on the advantages/resources we already have (1)
- Preserve the coastline (1)
- Family attraction such as a theme park is needed (1)
- Market a food festival for fresh local sea/farm/brewery produce (1)
- Improve the marketing of the priory – increase visitors (1)
- Look at sea defences at Sewerby (1)
- The other projects are not dependent on the marina (1)
- Get young people on the council (1)
- More attractions / entertainment for children (1)
- More provision of room only / family room accommodation (1)
- Decent TV reception is still needed N side, Bempton, Flamborough - build a transmitter (1)
- Make all landlords paint/improve their property regularly – new bylaw? (1)
- Move amusement park to new park & ride site – Carnaby – with other new leisure attractions (1)
- More marketing on local tv and radio of events (1)
- Reduce amount of low quality housing especially multi-occupancies (1)
- Increase policing of Town Centre (1)
- Need opportunities to encourage the young to remain in Bridlington (1)
- ERYC should point out the consequences for the town if regeneration does not take place (1)
- Improve the town's image with simple measures – cleaning & removal of visual clutter (1)
- The clean beaches and brick walkways are a big improvement (1)
- More children's playgrounds needed (1)
- More colour & trees needed in the street-scene (1)
- Put focus on Bridlington as a family holiday resort (1)
- Surf making machine on S Beach (1)
- Trees on Queensgate & Hustler Road need branches lopping (1)
- Refer to essay on Science of Sedimentary Circulation in Bridlington Bay (1)
- The focus should be on education/youth facilities/ industrial opportunity (1)
- The Promenades Centre entrance needs cleaning & keeping clean - creating a job (1)
- More facilities needed for younger people (1)
- Convert ex-residential home into an hotel (1)
- Small indoor theme park required (1)
- The boating lake should be kept (1)
- Sewerby Park should be free entry for all (1)
- Its time residents pulled their weight and took pride in the town (1)
- We are new to Bridlington and love it here (1)

- Improved hotels needed (1)
- Display visitor information in every shop (1)
- Opposition to 'high rise' buildings like new flats St Anne's Rd (1)
- Seafront gardens must be improved & well maintained (1)
- Bird culling is urgently required (1)
- Control jobs on promenade (1)

Exhibition feedback

- Open toilets up Moorfield Rd. (18)
- Work with Harbour Commissioners (4)
- Clean & upgrade Town Centre (4)
- Care over Town Centre development (4)
- Support more information to residents (4)
- Get on with it now / time for action (4)
- Remove/re-site funfair/fast-food (4)
- Play areas in Town for young & old (2)
- Consult existing harbour users (2)
- Green Spaces needed in new development (2)
- Parking needs for the disabled must be considered (2)
- Better and more parking / multi-storey (2)
- Bring more employment to Bridlington (1)
- Better pubs/nightlife (1)
- Yellow box at B&Q junction (1)
- Council should inspect Guest Houses (1)
- Council should attract more tourists (1)
- Cycle parking needed at N Bridlington Library (1)
- No cycling on sea front needs enforcing (1)
- Better hotels, parking and park & ride (1)
- Mark Terrell's evidence is available free (1)
- Regent's terrace gardens need upgrade (1)
- Suggest surf making waves at South end (1)
- Support upgrading of pedestrian facilities, less congestion, more visitors (1)
- Capitalise on Flamborough Head / Bempton Cliffs (1)
- Brick pavers are more pleasing and durable (1)
- Free parking winter opposite Somerfields (1)
- Need undercover tourist attraction (1)
- Multi-storey at Moorfield or Hilderthorpe needed (1)
- Want BHS, Smith and Waterstones in Bridlington (1)
- Town Centre shops need cleaning/keeping in good order (1)
- Support Park & Ride – do it now (1)
- ERYC's role is to regenerate Bridlington – get on with it (1)
- Main assets are the Harbours, Spa, S Beach & Seafront (1)
- I still like this town (1)
- Attract more people to the town (1)
- Feasibility for the marina seems to be statistics with a desired outcome (1)
- It would be a crying shame if the Marina did not go ahead (1)
- More TV promotion for Bridlington (1)
- Its only the schools that keep us in this town (parent's comment) (1)
- Things look more encouraging this time (1)

5. Conclusions of consultation exercise

- 5.1 A comprehensive consultation exercise has been carried out which has ensured a good understanding of the regeneration strategy in the community. The response from the public has demonstrated overwhelming support for the Council's proposals. The view being expressed is that the analysis, vision and strategic proposals for the regeneration of Bridlington are right and that we should get on with delivering them as soon as possible. This gives the Council confidence in moving forward to delivering the strategy and its key projects.
- 5.2 The comments in this report will now be fed into the detailed design for each of the projects and development of the whole strategy.



RESULTS OF QUESTIONNAIRES

NEWSLETTER FEEDBACK (422)	EXHIBITION FEEDBACK (488)	ALL QUESTIONNAIRES (910)
All 'yes': 49% (208) Not all 'yes': 51% (214)	All 'yes': 64% (312) Not all 'yes': 36% (176)	All 'yes': 57% (520) Not all 'yes': 43% (390)
Town Centre Redevelopment		
Yes: 86.0% (363) No: 2.6% (11) More details: 9.0% (38) N.A.: 2.4% (10)	Yes: 92.6% (452) No: 2.9% (14) N.A.: 4.5% (22)	Yes: 89.6% (815) No: 2.7% (25) More details / N.A.: 7.7% (70)
Harbour / Marina		
Yes: 70.6% (298) No: 17.8% (75) More details: 10.0% (42) N.A.: 1.6% (7)	Yes: 83.6% (408) No: 12.7% (62) N.A.: 3.7% (18)	Yes: 77.6% (706) No: 15.0% (137) More details / N.A.: 7.4% (67)
Transport		
Yes: 92.2% (389) No: 1.2% (5) More details: 4.7% (20) N.A.: 1.9% (8)	Yes: 94.7% (462) No: 0.4% (2) N.A.: 4.9% (24)	Yes: 93.5% (851) No: 0.8% (7) More details / N.A.: 5.7% (52)
Improve Public Realm		
Yes: 90.8% (383) No: 0.7% (3) More details: 5.7% (24) N.A.: 2.8% (12)	Yes: 93.0% (454) No: 0.6% (3) N.A.: 6.4% (31)	Yes: 92.0% (837) No: 0.6% (6) More details / N.A.: 7.4% (67)
Spa Refurbishment		
Yes: 89.4% (377) No: 4.0% (17) More details: 3.3% (14) N.A.: 3.3% (14)	Yes: 93.4% (456) No: 2.5% (12) N.A.: 4.1% (20)	Yes: 91.5% (833) No: 3.2% (29) More details / N.A.: 5.3% (48)
Business Premises		
Yes: 74.6% (315) No: 6.2% (26) More details: 11.4% (48) N.A.: 7.8% (33)	Yes: 83.4% (407) No: 4.3% (21) N.A.: 12.3% (60)	Yes: 79.3% (722) No: 5.2% (47) More details / N.A.: 15.5% (141)
Marketing		
Yes: 81.0% (342) No: 4.5% (19) More details: 9.0% (38) N.A.: 5.5% (23)	Yes: 90.2% (440) No: 1.2% (6) N.A.: 8.6% (42)	Yes: 85.9% (782) No: 2.8% (25) More details / N.A.: 11.3% (103)

* N.A. = No answer

Bridlington Regeneration Strategy QUESTIONNAIRE

APPENDIX B

The Regeneration plan is made up of 7 main projects (Listed Below)

Please Indicate Below Whether You Support Each Project

	YES	NO	Need more details
500 Berth Marina, Improved Harbour and new Fish Quay			
Redevelopment of Town Centre along Gypsey Race/ Hilderthorpe Road (between Harbour and Coach Park) – New retail, housing, business property			
Improved Highways, Access and Parking, including pedestrian improvements			
Improvements and Enhancements in the Town Centre			
Spa Refurbishment			
Business Space at Bessingby			
Broadening our Marketing of Bridlington's Best Points /New Projects			

If you have comments on any of the projects please give details here:
(Please use a separate sheet if you need more space)

(eg. Spa – must be kept, and restored for the business it brings to the town)

At the Regeneration Exhibition, there will be opportunity to find out more information and to give detailed feedback on questionnaires for each of the projects

To return this questionnaire tear it off and either hand deliver to one of the following venues:-
 Bridlington Town Hall, Quay Road, Bridlington
 Flamborough Central Library, South Sea Road, Flamborough
 North Library, Martongate, Bridlington
 One Stop Shop, 19 Prospect Street, Bridlington

Or alternatively, return using the FREEPOST address to:-
 FREEPOST, Bridlington Regeneration, NEA 8095, County Hall, Beverley, HU17 9BA



Bridlington

Regeneration Partnership

APPENDIX C



Give your views on the plans for the Regeneration of YOUR town

Bridlington Regeneration Strategy Questionnaire

The Regeneration plan is made up of 7 main projects; if you have not already filled in a questionnaire, please indicate below whether you support each project.

	Yes	No
Redevelopment of Town Centre along Gypsey Race/Hilderthorpe Road (between Harbour and Coach Park) – New retail, housing, business property		
500 Berth Marina, Improved Harbour and Fish Quay		
Improved Highways, Access and Parking, including pedestrian improvements		
Improvements and Enhancements in the Town Centre		
Spa Refurbishment		
Business Space at Bessingby		
Broadening our Marketing of Bridlington's Best Points/New Projects		

If you have detailed comments on any of the projects please indicate below:

Town Centre Redevelopment

Harbour/Marina

Spa and Leisure World

Transport Study

Business Premises Study

Any other comments:

Please hand in this questionnaire at the exhibition or return it by post no later than **Wednesday, 29th September 2004** to Bridlington Regeneration, Bridlington Town hall, Quay Road, Bridlington, YO16 4LP.

Please fill in your details:

Name: _____

Address: _____

Postcode: _____