



17<sup>th</sup> June 2011

**FAO The Planning Inspector**

County Hall  
Beverley  
East Yorkshire  
HU17 9BA

Tel: 01482 393221

Dear Sir/Madam

Following the recent East Riding of Yorkshire County Council elections in May, six out of a total eight Bridlington councillors were re-elected to the Conservative Group, and as the Conservative local Ward Members we feel it is right that we reaffirm our strong support in the Bridlington Area Action Plan (AAP).

Over the last few years we have all had the opportunity to closely follow the AAP through its many consultation stages and shape its development. It is important to note that every consultation event has been overwhelmingly supported by the majority of residents, who responded, and that we are impressed with the detailed and comprehensive way that the AAP is intending to economically regenerate the town centre.

The main area covering the AAP consists of a large stretch of land running from Hilderthorpe Coach Park to the Harbour Top and also includes a number of Town Centre car parks. We have heard it said that the redevelopment of this area will cause an 'Out of Town Centre' to the detriment of the existing businesses in the Town Centre. We see this as totally wrong; but instead see it as adding a much greater depth, size, variety and additional parking to the shopping offer of the Town. The addition of new quality public realm areas and shops with the larger floor areas necessary to attract new high street stores into the town will provide a much bigger and more attractive shopping offer to give a real and meaningful lift to all business in the town.

This potential for economic regeneration can be highlighted by the series of economic studies carried out by both Roger Tym & Partners and England & Lyle which as part of the original background work to the AAP (both updated in 2010) show that upon the completion of the AAP, the likely additional non food retail spend to the town could be in the order of £66 to £72mill per year, which if fully realised will provide a very significant boost to the size of the Town Centre economy. On top of this the potential for job creation is also significant and will give Bridlington's residents much more opportunity to work and develop a career in their home town.


The public realm works proposed such as the engineering the Gypsy Race to create a tree lined walk way will provide a welcome addition to the Town Centre. This is essential work and when completed in full will provide the ideal base from which private business will hopefully want to establish around and again add more quality, depth and variety to the Town.

The area around The Crescent in Bridlington is a good example of where new public realm improvements (in this case the garden areas) are having a positive impact on business in the surrounding streets with new high quality holiday accommodation being established.

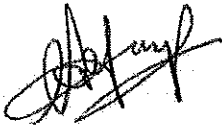
Finally we see the AAP as having the potential to add deliverable, positive & meaningful economic regeneration to the town, at a time when external funding is diminishing and future government spending uncertain.

Your support to enable the County Council to proceed with the AAP will be good news for the existing business in the town, good news for future business to the town, and good news for young and not so young residents who want to live, work and shop in the town.

Yours sincerely



**Cllr Richard Burton**  
**Bridlington Central & Old Town Ward**



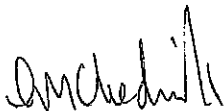
**Cllr Richard Harrap**  
**Bridlington North Ward**



**Cllr Chris Matthews**



**Cllr John Wilkinson**



**Cllr Margaret Chadwick**  
**Bridlington South Ward**



**Cllr Chad Chadwick**