

Bridlington Regeneration Partnership

Strategic Partners Meeting
 Thursday 4th April 2019 – 9.30am
 Held at East Riding College, St. Marys Walk

Minutes of the meeting

Present	Representing
David Dowson (Chair)	Lloyd Dowson/Bridlington Business Forum
Neil Watson	Bridlington Chamber/ Yorkshire Coast CLLD
Thelma Milns	Bridlington Town Council
Maureen Bell	Town Improvement Forum/Bridlington Civic Society
Helen Wooldridge	East Riding College
Bob Hillery	Bridlington Tourism Association
Martyn Coltman	Old Town/Business Forum

Officers	
Liz Philpot	Growth Programmes and Policy Manager
Helen Jackson	Helen Jackson substituting for Nigel Atkinson Head of Bridlington Renaissance
Helen McGill	Local Growth Coordinator

1	Welcome, apologies and declarations of interest
	Apologies: Nigel Atkinson – East Riding of Yorkshire Council, Helena Moss – East Riding of Yorkshire Council, Denise Cowling – East Riding of Yorkshire Council, Terry Dixon - Bridlington Town Council and Isla Pickup – Bridlington Tourism Association.
2	Minutes and matters arising from meeting of 7th February 2019
	The minutes were accepted as a true record with confirmation that NW would assist MC with developing a communications strategy. No matters arising.
3	Name of the partnership
	RESOLVED to rename the partnership Bridlington Regeneration Partnership
4	Concepts – Multi-media campaign
	<p>There was a mixed response to the design options and dissatisfaction that VHEY did not discuss their proposals with the partnership in advance, although some members attended BTA’s workshop last year. The branding of Bridlington was not just about tourism and affected the partnership’s campaign as a whole. The chair queried if VHEY still held quarterly consultation meetings and if the council’s Tourism Portfolio holder had been involved in the discussions. There was also a discussion about comms and social media.</p> <p>RESOLVED to request an update from AG to see if the comments have been taken on board, including those from BTA and BTC.</p> <p>RESOLVED to invite AG or a colleague to monthly meetings, scheduled first on the agenda to give a VHEY update.</p> <p>RESOLVED that MC & NW explore and develop concepts and channels for the next meeting with contributions from LP, DC or HM.</p> <p>RESOLVED to devote the final 15 mins of each meeting to decide on key media messages</p> <p>RESOLVED that LP discusses with Lisa Welton and that she be invited to last 15mins of next meeting</p>

5	Workshops
	<p>HMG advised that she had undertaken a workshop with East Riding College Business and Tourism students regarding their views on leisure and retail usage in the town. The students intend to undertake research to establish other young people’s views and those of others who do not have a landline. LP reported about positive involvement in Public Service students’ presentations to give feedback on proposals e.g. nature and outdoor field centre to contribute to a module about Bridlington Regeneration. This is an annual input. HW advised that ERC was promoting Challenge Bridlington Project (10 year anniversary) and would look at the wider promotional context of the town. Students are happy to contribute to regeneration projects provided they are briefed. The partnership are very keen to involve young people in regeneration activities and would like to hear their views. HW advised that the partnership could commission the students to undertake a project if it was able to meet the criteria for a qualification.</p> <p>RESOLVED that HW asks if the film of the presentations could be shown at a future partnership meeting or for the lecturer to attend a partnership meeting, if the participants, felt unable to attend.</p>
6	Action Planning
	<p>The partnership felt strongly that the plan needed to be simplified and focused on issues they needed to be aware of, could influence, drive and lead.</p> <p>RESOLVED to distil the plan to a practical colour coded short list, ensure HW’s update is included and focus on awareness, influence, drive and lead.</p>
7	Project/Subgroup Updates
	<p>TIF update – PD attended from ERYC. Taxi rank markings at night are used as disabled parking bays during the day. Coach parking arrangements have been successful because people are deterred from going down the avenues. Debbie Fagan from the Police and Crime Commissioner’s office attended and informed the members that a grant is available to tackle anti-social behaviour – MB & MC will submit one for the underpass. HMG informed the group that the TIF workshop had raised issues relating to the group’s role as consultees and not individuals who delivered projects. Also, that the groups represented would continue to deliver regardless of the partnership. One of the main issues was that projects were coming to an end and that after the review of the Town Charter it should focus on links with the old town, public realm and maintenance as a sub-group of the partnership which would require further discussion.</p> <p>A discussion regarding the lack of public transport links within the town and to the coast puts people off from visiting the town – MC advised that the Artwaves Festival would be running a free bus from the Spa to the Old Town so it would be possible to monitor the results of improved transport links. Car parking – Trinity Road had 20 extra spaces, however Prospect Street was still an issue, 24hr loading bays, free parking and its location. The right turn arrow on Queen Street still needs removing.</p> <p>Projects HJ reported that the Beck Hill/Manor St junction would be considered as part of the post completion assessment. Resurfacing the Trinity Road/Wellington Rd junction is included in the package of resurfacing works in the town centre. Multi-story car park – no update. Gypsy Race Park has not yet opened due to lack of amenity lighting pending connection of the electricity supply. It’s complete but just needs commissioning. Gypsy Race 2- tenders have not yet been invited and the design package is under review. ITP2 Phase 2 Hilderthorpe Road has been completed subject to some outstanding work including the programming of the traffic lights MOVA system. There is one advance vehicle management sign to be installed under phase 2 (which links to the traffic lights and Quay Road works) still to complete. Stage 1 legal agreements have been completed with Network Rail and Arriva Northern and a site start is being planned for late May. HJ also confirmed that the Station Plaza would have a site board during the works. Old Coach Park sale – no update.</p>

	NW reported that CLLD out of 6 projects submitted, 5 were funded and 1 in Brid. In July there would be an ESF call for projects designed to get people ready for work. Business Forum is focused on the Hilderthorpe Coach Park Redevelopment
8	Planning applications
	MB advised that on behalf of the Civic Society it had been noted that B&M had applied for permission to place advertising signage on the former M&S building, the golf course – 13 dwellings, Little Eden Holiday village, Carnaby is to provide permanent accommodation, which if approved, may set precedents. Finally, out of 29 applications 10 were for rear extensions so this could imply that residents were extending their current homes rather than moving.
9	Any Other Business
	<p>LP advised that the Government’s Stronger Town Fund – similar to the SRB programme – focused on business skills and social inclusion used the CLLD package. 197m for Yorkshire & Humber allocated on a needs based formula accessed via LEPS. (50% allocated and 50% competitive). Business Rates Relief – Autumn Statement comes into force April 1st so that properties with a 12-18k rateable value could apply for rate relief on a sliding scale. BTA members don’t automatically get rate relief so they need to apply for it and can ask ERYC. MHCLG letter dated 16th March 9.5m England Community Clean Up – 60 k ERYC (needs based formula) to be spent by 31st March – however the monitoring has to be completed by May. 15 town and parish councils contacted – community element “Great British Clean up”. “Brightening up Bridlington” could benefit. Brid TC 3-4K TM advised that the council were to work with Men in Sheds to repaint the planters. MB asked if BuB could have a parking pass and were advised to consult with PD. House of Lords Select Committee Regenerating Seaside Towns report available today, although still waiting for a response from the government. Healthy High Street Funds 1.4m over 3 years for 13 towns focused on town centre and high street administered through Adrian Shaw’s team. Launched in the summer – Old Town would be regarded as a secondary retail area.</p> <p>HW reported that the college’s Jobs Fair was very successful attracting 400 + people and is being considered a six monthly event rather than annual.</p> <p>NW added that CLLD annual reviews by both funding bodies were successful and they were both happy with the high level of commitment</p> <p>NW proposed increasing representation from health and hinterland parishes</p> <p>RESOLVED LP to send House of Lords Select Committee Regenerating Seaside Towns report link</p> <p>RESOLVED LP to distribute Healthy High Street Funds information</p> <p>RESOLVED HM to advise further on potential new members and MC & DD to speak to candidates on the telephone.</p> <p>RESOLVED HW to check health curriculum contacts</p>
10	Date of Next meeting
	Thursday 9 th May at 9.30am at East Riding College Future meeting dates • Thursday 6th June