

Bridlington Regeneration Partnership

Board Meeting

Thursday 12th September 2019 – 9.30am

Held at Bridlington Business Centre, Bessingby Way, Bridlington

Minutes of the meeting

| Present | Representing |
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| David Dowson (Chair) | Bridlington Business Forum |
| Neil Watson | Yorkshire Coast CLLD |
| Thelma Milns | Bridlington Town Council |
| Maureen Bell | Town Improvement Forum |
| Melanie Brown | East Riding College |
| Bob Hillery | Bridlington Tourism Association |
| Jane Evison | East Riding of Yorkshire Council |
| John Copsey | East Riding of Yorkshire Council |
| Martyn Coltman | FLAG |

| Officers | |
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| Liz Philpot | Growth Programmes and Policy Manager |
| Nigel Atkinson | Head of Bridlington Renaissance |
| Helena Moss | Local Growth Programme Manager |
| Denise Cowling | Renaissance Delivery Coordinator |
| Helen McGill | Local Growth Coordinator |
| William Hall | Interim Tourism Manager |

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| 1 | Welcome, apologies and declarations of interest |
| | Apologies: Tim Norman – Bridlington Town Council |
| 2 | <p>Tourism</p> <p>WH advised the partnership of the restructure within VHEY and that the focus would be digital marketing in addition to visitor facing. (Retention of Bridlington & Beverley TICs but closure of Humber Bridge TIC). Strategy to increase visitor numbers to 1bn by 2024 by continuing to build of the momentum generated since 2017. There is a target to increase numbers by 5% year on year. VHEY support events and projects either organised by ERYC or others through packages of support. The festival portfolio has grown. Currently, Professor John Lennon is undertaking an audit and producing a collective market plan for the Yorkshire Coast (East Riding, Scarborough and Whitby). Niche events such as the Scooter Rally and Race the Waves impact on day visits and bed occupancy rates. (overnight stay spend £92 pp and day visitor £26 pp) REYTA Awards 19th March to be held at the Spa. New events need to be sustainable, e.g. Scooter Raleigh supported by local businesses. From a visitor point of view “Discover the Yorkshire Coast” is a strong brand. – stay in Bridlington and visit the Wolds and other places. Discussion regarding the benefits of Tour de Yorkshire and frustration of commercial breaks at the entry points to East Riding towns resulting in lack of coverage of the town. DC advised this issue had been raised a number of times and that the reporters were provided with human interest stories in the locations however, it was dependent upon choice for them to be used. Improvements to packaging events and signage could be addressed as there had been a significant number of events in the town during June/July – “Festival of Festivals”. Engagement of the caravan parks in terms of marketing and spend in the town needed to be encouraged, closer links with local events, and the relationship with the BTA. It was suggested that the Advisory Board Membership should be focused more locally and not just reflect the large hotel chains. LP</p> |

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| | <p>advised that she was attending an event about the Tourism Deal – Tourism Actions Zones (Yorkshire Coast Wolds & Hull) with a view to submitting a bid for the area. RESOLVED that WH circulates VHEY’s strategy and statistics.</p> |
| 3 | <p>Minutes and matters arising from meeting of 6th June 2019</p> |
| | <p>Corrections 10. TM not BH, 8 replace Cheaprate with Sheeprake. MA 6 Hilderthorpe Road junction review. TIF had been advised that this would be revised, however, NA advised that a safety review confirmed that the junction had met design guidance standards and therefore was unlikely to be revised. RESOLVED to accept the minutes as true record, subject to the amendments.</p> |
| 4 | <p>Revised Partnership Structure</p> |
| | <p>Discussion regarding membership of the partnership and Coastal Community Team (CCT) Status, including the revision of the Coastal Economic Plan. RESOLVED that Health & Wellbeing & Hinterland Parishes be added as partners. RESOLVED that Cllr Evison would provide the link to hinterland parishes RESOLVED that the sub-group chairs would meet to contribute to the CCT Economic Plan and if beneficial continue to meet in between the partnership board meetings</p> |
| 5 | <p>Action Plan Updates</p> <p>General discussion/revisions REF 3 Add transport links to the Old Town. REF 14 confirmation regarding Old Crown Buildings site REF 18 Output confirmed REF 21 confirmation Golden Ship in private ownership REF 23 Bridlington Town Council had planted a tree for World Environment Day with plans to plant 100. Business Forum REF 13 – former Aldi site has been cleared for September start. Town Centre Improvement REF 2/3/4/14/16/21/5/12/17/23/15/19/22 – focused on the actions that the group could directly deliver rather than support. Priorities REF 3 Old Town review and REF 21 extension of the eyesore audit, including conservation area audit. Findings had been presented to the forum who had approved a letter which encouraged residents to improve their frontages. REF 19 Confirmation that the taxi ranks would revert to parking bays during the day. Learning & Skills Forum held a speed networking event to link up projects and increase participation. REF 8 East Riding College had held a successful community event with 275 participants. RESOLVED to update the plan</p> |
| 6 | <p>Regeneration Project Updates</p> |
| | <p>ITP2 – Phase 1 Station Plaza, Station front and Tesco link road is on programme and the Network/Northern Rail contract is progressing and set to complete June/July 2020. Town Centre Seafront – Regents Garden is being used for site cabins, local businesses generally content bar one. Due for completion July 2020. Gypsy Race Park Areas 3 & 4 tenders are being assessed with start on site in November 2019 and completion August 2020. Springfield Avenue access to palace Car Park will not be reopened prior to GRP starting on site as it will form part of that site during construction Long term, re-opening of the rat run through Palace Car park is unlikely to be supported and more permanent restrictions are required. The GRP scheme retains modified proposals for the treatment of the RBL embankment compared to the planning approval to reduce the engineering impact and retain more trees. Beck Hill Multi-story Carpark feasibility study has progressed to a pre-app planning technical appraisal. Former Coach Park – contracts have been exchanged, planning application not yet submitted. Area Action Plan – monitoring has been reported to BF and TIF. Review of the East Riding Local Plan and outcome of the Leisure & Retail Study to be presented at a future meeting RESOLVED NA to invite Fintry to present to the Business Forum on Coach Park proposals.</p> |

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| 7 | Yorkshire Coast Bid |
| | <p>LP advised that the challenge has been contested and area levy payers group were dissatisfied. There was one Bridlington rep on the board and there is another place for a Bridlington member. Levy demands are out therefore available monies will total approx. £55k pa for Bridlington suggested that partnership sub groups could co-ordinate bids.</p> <p>RESOLVED that Bridlington BID representatives be invited to Business Forum meeting.</p> |
| 8 | Planning |
| | <p>HM advised that REF 19/01796/PLF Change of use of existing café to office and storage and erection of a building to be used as a café with ancillary residential accommodation Land South West of Park and Ride Café Belvedere Parade Bridlington had been refused on the grounds of the site being located outside of the development limits in an area defined as open countryside. MB advised that the Civic Society may hold differing views to the Partnership on planning matters and would therefore respond independently to avoid conflict of interest.</p> <p>RESOLVED that planning portal access link be distributed to members to enable them to review planning applications</p> |
| 9 | PR – Website |
| | <p>NW advised that he will circulate questions for members to consider and respond to. The intension is to feed newsletter content to amongst others, parish councils. MC has produced a FB page, pending approval, which has the same branding as the website to promote brand awareness.</p> <p>RESOLVED for members to respond to NW's questionnaire.</p> |
| 10 | Any Other Business |
| | BH mentioned concerns about the Queen St/Bridge St junction and the congestion at the top of the harbour. |
| 11 | Dates of Future Meetings |
| | <p>Thursday 12th December 2019 Thursday 12th March 2020 Thursday 11th June 2020</p> <p>All are 9.30am – 11.30am at East Riding College, Bridlington</p> |