

**Bridlington Renaissance Partnership  
Strategic Partners Meeting  
Thursday 10<sup>th</sup> January – 10.00am  
Held at East Riding College, St. Marys Walk**

**Minutes of the meeting**

<b>Present</b>	<b>Representing</b>
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
David Dowson (Chair)	Lloyd Dowson/Bridlington Business Forum
Simon Thomas	Job Centre
Bob Hillery	Bridlington Tourism Association
Martyn Coltman	Old Town/Business Forum

<b>Officers</b>	
Liz Philpot	Growth Programmes and Policy Manager
Nigel Atkinson	Head of Bridlington Renaissance
Helena Moss	Local Growth Programme Manager
Denise Cowling	Renaissance Coordinator
Helen McGill	Local Growth Coordinator
Owen Robinson	Principal Planning Policy Officer

<b>1</b>	<b>Welcome, apologies and declarations of interest</b>
	Apologies: Terry Dixon - Bridlington Town Council and Isla Pickup – Bridlington Tourism Association.
<b>2</b>	<b>East Riding Retail and Leisure Study</b>
	<p>OR briefed the group on the Town Centre Retail &amp; Leisure Study recently commissioned by ERYC. It is ERYC wide and is a review of retail and leisure trends, vitality and vibrancy (vacancies, footfall and mix) and qualitative and quantitative future needs of retail space. The report will contain recommendations for planning and individual centre action plans. Generally the consultants have used national trend data, 1,000 household surveys and 100 town centre based interviews which have been cross referenced with other sources and presented at stakeholder events. Draft findings:- high convenience spend in Bridlington in the East Riding (data is required to be more specific and leakage to Scarborough is queried); drop in market share in the town centre for convenience ( e.g. food) and comparison (e.g. clothing, DIY, gardening etc.) retail; increase in out of town centre spend. Consultants have been asked for more information to excluded impact of research methodology. Bridlington is second to Beverley in terms of comparison shopping levels. When respondents were asked why they used Bridlington Town Centre the reasons given; 1. 25% accessibility; 2. close to home and 3. choice of shops. When household survey respondents were asked why they did not shop in the town centre 1. 1/3 no reason, 15% lack of choice and 18% to far from home or work. The consultants conducted centre based audits regarding vacant floor space which placed Bridlington above the national average. (criteria is a national ranking system based on the presence of multiple national outlets – such as Boots, M&amp;S etc). Bridlington is the largest centre with the most floor space and has the highest level of leisure facilities in the East Riding, generally focused on the value end of the market with the lowest rents in the East</p>

	<p>Riding and a variant health profile due to seasonality of the town. Recommendations for Bridlington include; public realm and shop improvements; increase the average range of available comparison goods and increase the opportunities for the development of the size of units based in the Promenade. The final report is due in April 2019 which will be distributed to members and placed on a future agenda for discussion. Discussion regarding 6.8% vacancy rate in 2017 and reason for apparent increase in 2018 due to differentials used such as vacancy rates/floor space and unit calculations as well as the retail circuits audited. Bridlington Free Press are running a survey “What do you want from our town centre?” survey, the results of which will be referred across to the Business Forum. <b>RESOLVED that the Business Forum would be asked to follow up on actions arising from the Bridlington Free Press Survey.</b></p>
<b>2a</b>	<b>Planning Applications</b>
	<p>The board resolved to have a standing agenda item for relevant planning applications to be discussed. NA informed the board that the Planning Application for 3 &amp; 3A Regent Street included proposed access to a multi-story car park and was not for provision of a multi-storey car park.</p>
<b>3</b>	<b>Action Planning</b>
	<p>HM advised the group that a prioritised action plan would bring together aspirations and be linked to the Economic Strategy. A discussion regarding the inclusion of young people, who may have been advertently excluded from research undertaken to date, could be included going forward led by HW’s team. MC is to lead on communication. <b>RESOLVED that HM will distribute the action plan for consideration in March.</b></p>
<b>4</b>	<b>Project updates - Bridlington Regeneration</b>
	<p>NA advised the partnership about the development sites: - Vets’ surgery – (overnight accommodation and residential units) more information has been requested; Coach Park Hilderthorpe Road (retail development) final survey, planning application Feb/Mar and exchange of contracts due end of month; Springfield Avenue (support ITP2 &amp; Gypsy Race Park). Hilderthorpe Road end Jan and complete snagging February. Station Plaza – signed up at the end of the month; Strategic public realm Gypsy Race stage 1 opening event 9<sup>th</sup> February 10am – 12pm (tree planting and habitat creation – all welcome); Tesco phase II – tenders out construction June 2019 – Mar 2020; Town Heritage Project one grant offer currently pending decision from the applicant; Town Centre Seafront Public Realm Stage 3 (summer start at the leisure centre and artist selected with contract being finalised); ESIF flood alleviation works bid has been withdrawn following further technical study work which has been unable to reconcile the competing demands of the operational requirements of the harbour north pier with an effective flood defence proposal. FLAG funding for other related harbour projects is being investigated. Aldi site – no further information and Strawberry Fields site sold.</p>
<b>5</b>	<b>AOB</b>
	<p>LP advised that, due to the infrastructure improvements carried out and already committed to by the Council and its partners as a result of the AAP and Regeneration Strategy, Bridlington was unlikely to be considered for Future High Street funding under the current criteria set out by central government..</p>

<b>6</b>	<b>Date of Next meeting</b>
	Thursday 7 <sup>th</sup> February at 9.30am at East Riding College