



Regenerating Coastal Communities Seminar 27th January 2017

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CONTENTS

- 1. HARTLEPOOL – LOCAL CONTEXT**
- 2. HARTLEPOOL REGENERATION MASTERPLAN**
- 3. COASTAL COMMUNITY TEAMS**
- 4. COASTAL COMMUNITIES FUND**
- 5. SUMMARY**
- 6. QUESTIONS AND ANSWERS**

Hartlepool – Local Context

- **Economy of Hartlepool - traditionally been linked to the port, heavy industries and ship building sectors.**
- **With the decline in these industries there is a need to diversify the economy and seek job growth in other sectors of opportunity.**



Local Context - Continued

- Hartlepool is repositioning itself by changing perceptions through investing in the visitor economy.
- Latest figures show that Hartlepool has 2.81m day visitors annually with 413,000 staying overnight, spending £148.6m in the local economy.

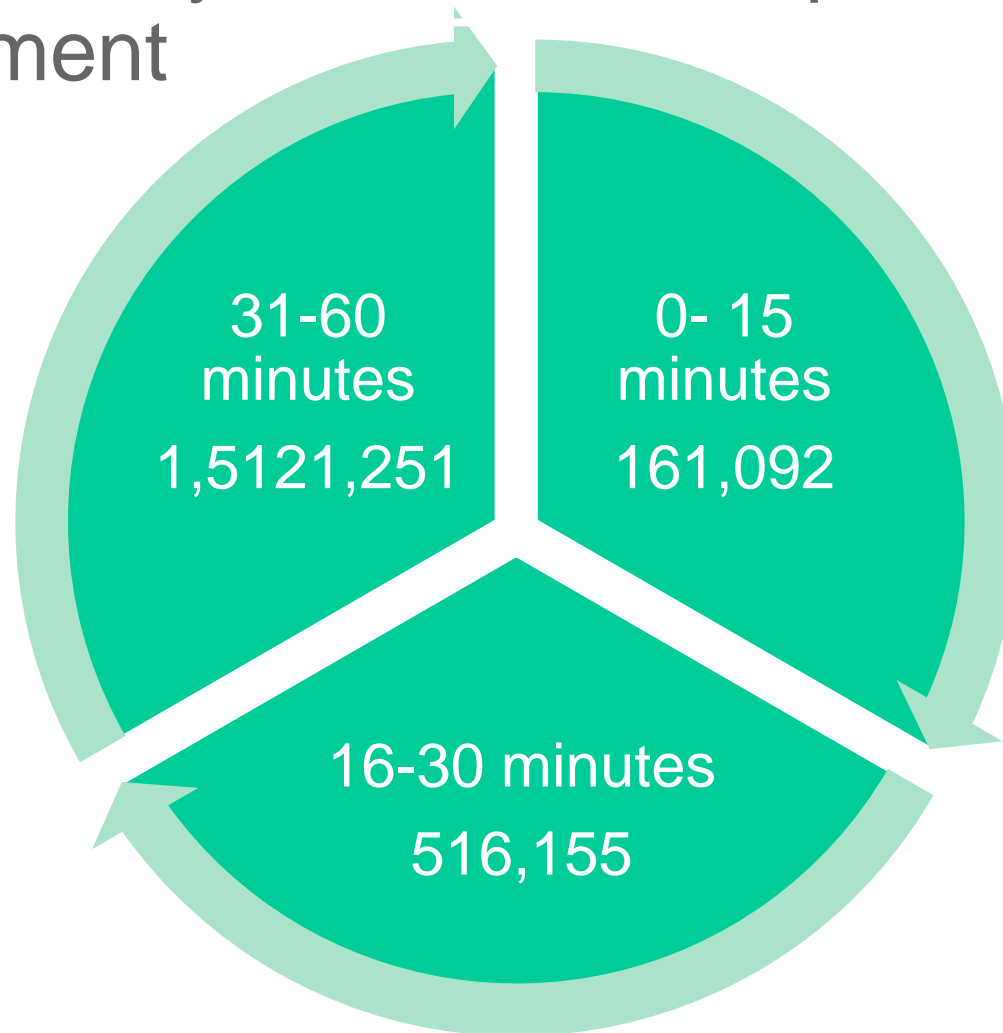


Local Context - Continued

- The visitor economy is a key area of opportunity where Hartlepool can build upon its rich heritage and natural coastal assets.
- The visitor product will be more quality orientated with the coastal experience as a strong theme.
- The National Museum of the Royal Navy (Hartlepool) has recently opened at the Waterfront and will be a catalyst for change.
- NMRN estimate visitor figures of over 100,000 per year which will spread economic benefits to the rest of the town e.g. hotel stays will increase.



Tourism Day Visitors: Hartlepool Catchment

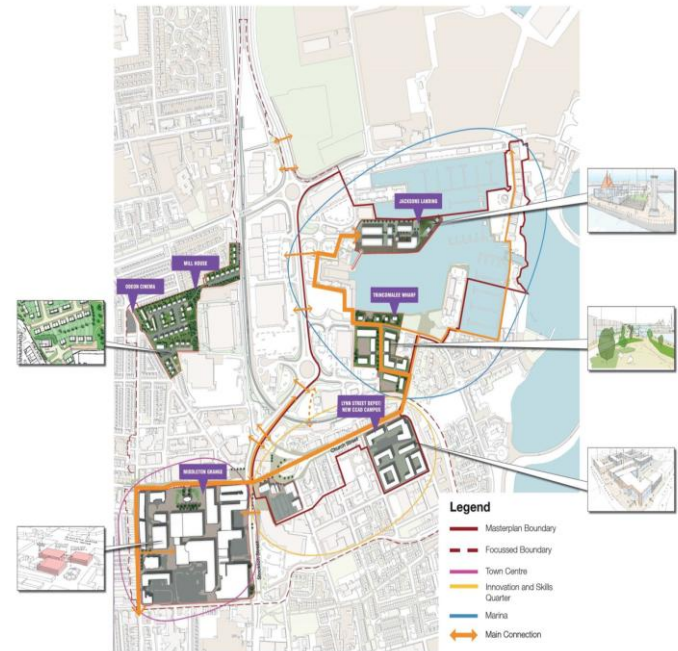


Total in population
Catchment of less
than 1 hour
2,198,498

Source: Geoplan

Hartlepool Regeneration Masterplan

- November 2015 - Council adopted the Regeneration Masterplan.
- It aims set the priorities to deliver the key capital projects over 15 years.
- It coordinates investment and aligns the aims of the public and private sectors.
- £165m worth of public & private investment identified.
- Potential to create up to 700 new jobs and 1,200 construction jobs.



Examples of Key Projects Initiated

- A creative industries workspace building is about to be created at the former General Post Office.
- A new multi million pound Cleveland College of Art & Design campus is being built on Church Street.
- Church Street and Church Square set to receive major public realm improvements within 2017.
- Major highways and pedestrian crossings works on Stockton Street (A689) to improve connectivity to start in 2017.
- Plans for dedicated TV and Film production facilities including a sound stage at the CCAD campus on Church Street.



Coastal Community Teams



- **Government encouraged the establishment of “Coastal Community Teams” to enable local communities to come together and develop a common vision and plans for their area.**
- **In 2015 the Council successfully established two Coastal Community Teams: Seaton Carew - Headland & Harbour.**
- **The teams focused on the Government priorities of:**
 - 1. Enhancing the attractiveness and accessibility of public areas.**
 - 2. Promoting the visitor economy.**
 - 3. Encouraging sustainable uses of heritage and cultural assets.**

Coastal Community Teams – Economic Plans

- Both teams produced an Economic Plan stating:
 1. The ambition for the community.
 2. Key activities of the teams.
 3. Outcomes envisaged.
 4. £10K initial revenue funding would be spent per team on the “Coast” project.
 5. Future projects including funding submissions to the Coastal Communities Fund.

Coastal Community Teams – “Coast” Project

- The “Coast” tourism and marketing project has been delivered by the coastal teams and has involved the following:
 1. The creation of a new tourism information point at Hartlepool Railway Station focused around a coast themed mural by a local artist (Suzie Devy).
- The mural depicts key features of our coastline.



- 2. A short tourism film titled “Coast” shot using drone technology - which has been a major success since it was launched in June 2016.**
- 3. The Coast film is now shown via a large digital screen at the new information point within the railway station.**



4. 20 large tourism information boards for visitors have been created and installed at locations such as the Art Gallery and Middleton Grange Shopping Centre.

5. A Coast tourism brochure that is set to be distributed regionally and to highlight Hartlepool's attractions to a wider audience.



LESSONS LEARNT INCLUDE:

- **Private and public sector partners can effectively collaborate to deliver small scale projects in an effective way.**
- **Key to success is using the positive and proactive involvement of local people.**
- **Take advantage of the natural assets and promote them in innovative ways such as via drone footage.**

Coastal Communities Fund – Round 4

Hartlepool Coastal Transformation Project

- Developed from ideas from the Coastal Community Teams and their Economic Plans.
- 1 of only 52 projects nationally invited to bid for a share of £38m.
- £600K CCF bid has been submitted to support a £1.3m Council backed project.
- Focused on the delivering the key priorities identified within the Seaton Carew Masterplan plus the creation of two large scale public artworks.



Seaton Carew Masterplan

- Seaton Carew is a popular tourist destination, with natural and historical assets.
- The sea beach and promenade provide a free, easily accessible attraction for everyone.
- Seaton Carew Masterplan aims are;
 1. To develop a clean, family friendly environment.
 2. To enhance public amenities, space and facilities for visitors and residents.
 3. To support the economic vibrancy of the area.



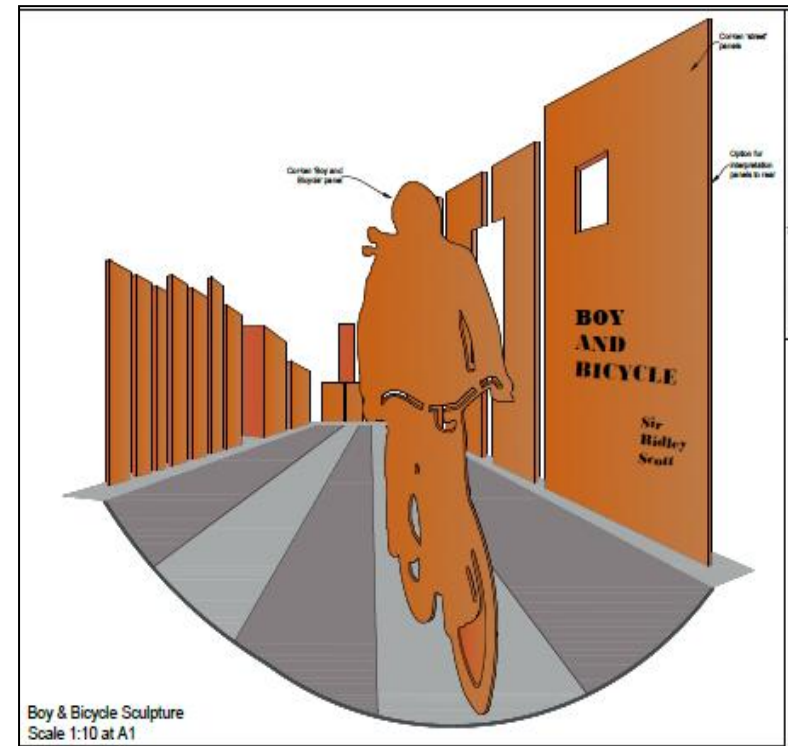
CCF and Council resources will fund:

- 1. Outdoor Leisure Park: water jets, family play equipment, beach huts and picnic areas.**
 - 2. The restoration of the Grade II Listed Bus Station and Clock Tower.**
 - 3. A large landscaped gateway feature to The Front.**
 - 4. New public realm areas including benches and granite topped footpaths.**
- It will: revitalise the resort, indirectly creating or safeguarding 60 jobs, whilst protecting £2.4m of visitor economy spend over 5 years.**



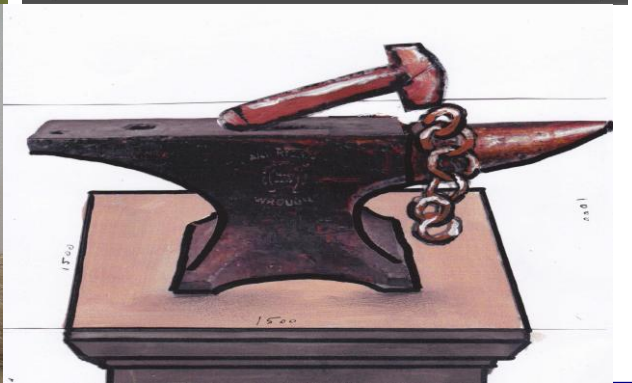
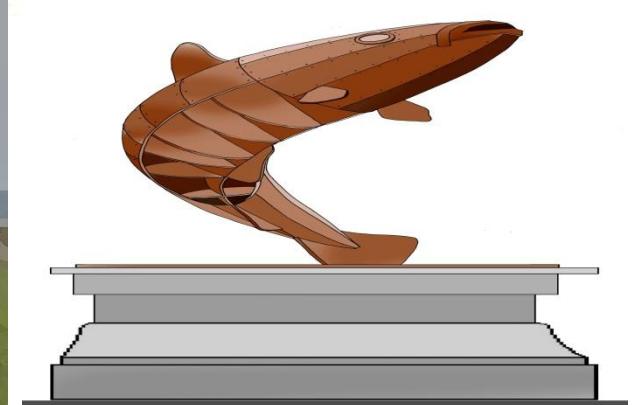
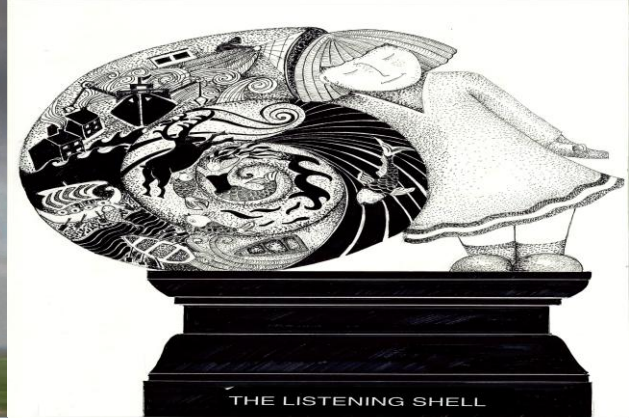
Boy and the Bicycle Artwork

- The Coastal Teams wanted public art to link the areas of the Waterfront and Seaton Carew.
- The CCF project will deliver a corten steel public artwork titled “Boy and Bicycle”.
- UK supplier of corten steel sourced.
- The artwork will be dedicated to the film director Ridley Scott.
- Ridley studied at a local college and shot his first film of his brother riding his bicycle between Church Street and Seaton Carew.



Coastal Sculpture

- **The CCF will fund a coastal sculpture at Seaton Carew.**
- **It will be placed on a stone plinth and will be interactive with its own dedicated website.**
- **A competition seeking proposed sculpture designs is currently underway with professional artists.**
- **The aim is to provide high quality public artworks that will increase visitor numbers.**



Summary

- **The visitor economy is a key driver for the economic growth of Hartlepool.**
- **Major investment is planned for key areas of Hartlepool with external funding such as the Coastal Communities Fund essential to rejuvenate the town.**
- **Hartlepool is becoming a regional & national destination for visitors and there is great opportunities for the local area to build upon the location of the major attraction of National Museum Royal Navy (Hartlepool).**

Questions and Answers ?

