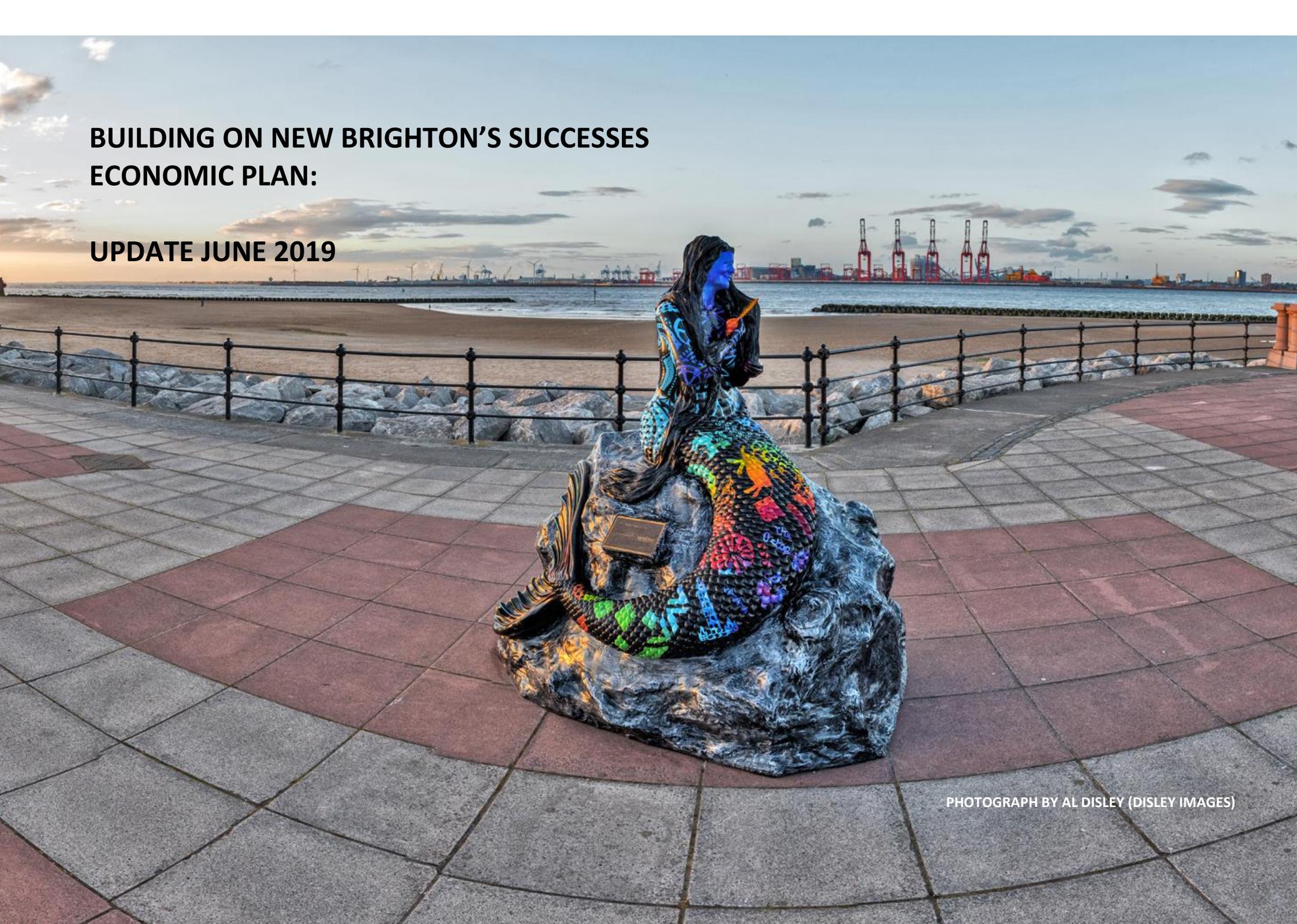


**BUILDING ON NEW BRIGHTON'S SUCCESSES  
ECONOMIC PLAN:**

**UPDATE JUNE 2019**



PHOTOGRAPH BY AL DISLEY (DISLEY IMAGES)

## Summary of Achievements (April 2017 – June 2019)

- Launched New Brighton Mermaid Trail in June 2017, funded by Ørsted (formerly DONG Energy) through its Burbo Bank Extension Community Fund. The Trail of six statues focuses upon a local legend and helps move footfall around the resort to benefit smaller independent traders based inland from the popular promenade. Sculpted by local artist Barry Canning-Eaton, the statues were decorated by five local schools and a Community Interest Company who were selected in an open competition across the borough. Over 200 volunteer adults, children and young people helped deliver the project. The trail map was designed by local artist Anita Cunningham of Fat Cat Illustration and is available at various premises across the resort, with Mermaid Trail merchandise available at the Floral Pavilion. The Trail is proving popular with locals and tourists alike;
- Highlighted the pressing need for updated wayfinding signage across the resort, which was funded in 2018 by Wirral Council. Eleven new directional fingerposts and four additional map frames have been installed, following an audit by New Brighton Coastal Community Team. The new map for the resort was also designed by Fat Cat Illustration and features on a new free Visitor Information Map for tourists produced by the Coastal Community Team;
- Extensive work by New Brighton Coastal Community Team and Wirral Council has seen progress made with the use of Marine Lake. Various options have been explored since the last tenant ceased trading and following an open market exercise in early 2019, the Council is currently negotiating with a new operator, with a view to commencing a lease in early 2020;
- Following a successful bid, a grant was awarded through the Government's Coastal Revival Fund in March 2019 to build a small Event Platform on Marine Lake to help animate the space with performances, exhibitions, etc. and support large scale events in the resort. Work is ongoing to deliver this project;
- Providing support to and working with Rockpoint Leisure, now a new member of New Brighton Coastal Community Team, with its hospitality-led regeneration of New Brighton's 'old town' rebranded the 'Victoria Quarter';
- Ongoing work with the Council's new Visitor Economy & Culture Team has influenced the development of large-scale events across the resort. Aligned to last year's Imagine Wirral programme, New Brighton was a key location for major events featured. This included the largest ever one-day event to Wirral in the form of the Giant Spectacular event which attracted over 80,000 visitors to New Brighton. Other major events included the Tall Ships Regatta which attracted over 100,000 visitors to New Brighton over the course of the May Bank Holiday weekend; New Brighton Revisited photography exhibition which brought a new exhibition space to the resort attracting over 8,000 visitors and the annual River of Light which attracted over 50,000 visitors to enjoy the spectacular firework display on the waterfront. These events have showcased New Brighton on a local, regional and international stage like never before with the New Brighton Revisited photography exhibition receiving media coverage in Italian Vogue and the Giant Spectacular broadcast on NBC. New Brighton's role will continue in 2019 with Wirral's designation as the Liverpool City Region's Borough of Culture.

## Marketing and Events

| Project  | Timescale  | Update  | Current Status               |
|--|------------|---|------------------------------|
| <p>Extend the content of the resort's website and continue to update regularly.<br/><a href="http://www.visitnewbrighton.com">www.visitnewbrighton.com</a></p> <p>Also create a new visitor guide to New Brighton – hard copy.</p>   | Short term | <p>Web site refreshed and re-launched March 2017.<br/><a href="http://wirralview.com/news/new-brighton-new-improved-website">http://wirralview.com/news/new-brighton-new-improved-website</a></p> <p>A free New Brighton &amp; North Wirral Visitor Guide was published in 2016 and 2017 (15,000 copies) by local publisher LCDP Wirral.</p> <p>This was previously marked as completed, but further work is required to ensure the site remains updated.</p> | <b>IN PROGRESS (updated)</b> |
| <p>Work with coach and bus tour operators as well as cruise ship ground handlers to add New Brighton on to itineraries.</p>  | Short term | <p>Research has been undertaken by New Brighton Coastal Community Team. This is now being considered as part of the work to determine the future ambition for New Brighton, with a view to further progression.</p>   | <b>IN PROGRESS</b>           |
| <p>Establish a dialogue with Merseytravel to explore whether a ticket deal can be developed for travel plus attractions/discounts. Also explore a 'New Brighton' pass whereby holders obtain discounts and special offers in return for email address and demographic information.</p> | Short term | <p>Research has been undertaken by New Brighton Coastal Community Team. This is now being considered as part of the work to determine the future ambition for New Brighton, with a view to further progression.</p>   | <b>IN PROGRESS</b>           |

| Project   | Timescale                                       | Update  | Current Status   |
|---|---|---|------------------|
| Host a launch event for the new lighting on Perch Rock Lighthouse.  | Short term                                      | Community event took place in April 2016, organised by New Brighton Coastal Community Team, to celebrate the relighting with local storytellers, fancy dress competition sponsored by local businesses and a local film maker, ImagePlay, produced a video of the works to the lighthouse free of charge.             | <b>COMPLETED</b> |
| Support existing events in New Brighton such as the Love New Brighton Parade, the Vale Park Band Festival amongst others. | Short term for 2016 and medium term beyond that | NBCCT has become a first point of contact for event organisers wishing to host events in the resort, providing an opportunity for members to shape events to benefit the local area before formal submission to Wirral Council. Support has been provided where requested by event organisers and this will continue. | <b>COMPLETED</b> |
| Explore the possibility of a Sunset Dawn Festival   | Medium term                                     | The initiative has been passed to Wirral Council's Visitor Economy & Culture Team for consideration.  | <b>CLOSED</b>    |

| Project  | Timescale            | Update   | Current Status   |
|--|----------------------|--|------------------|
| Develop a comprehensive events plan for New Brighton – including the events above and others not mentioned here such as those hosted by Fort Perch Rock and Vale Park. | Short to medium term | Events organised by NBCCT in 2016 has raised the profile of the resort and attracted large scale event organisers. All planned events and attractions are promoted on an ongoing basis online.   | <b>COMPLETED</b> |
| Explore the possibility of a Business Improvement District (BID) for New Brighton which could create an annual fund for marketing and events.                          | Medium term          | An assessment determined that this was not viable for New Brighton.  | <b>COMPLETED</b> |
| Introduce a markets offer – Christmas Markets, Arts, Crafts, Farmers’ Markets, Antiques, summer markets, Victorian markets.  | Medium term          | NBCCT hosted a successful two-day Christmas Fayre (market) in Victoria Road & Victoria Parade in December 2016. NBCCT supported a Continental Street Market to operate on Kings Parade in April 2017 and work is ongoing to see a regular offer. | <b>COMPLETED</b> |

## Commercial and Development

| <b>Project</b>   | <b>Timescale</b> | <b>Update</b>  | <b>Current Status</b> |
|--|------------------|--|-----------------------|
| Introduce modern outdoor children's adventure play equipment and (or) outdoor gym equipment. | Medium term      | Being considered as part of work to determine the future ambition for New Brighton, with a view to further progress if still relevant. | <b>IN PROGRESS</b>    |
| Facilitate the introduction of a new hotel (branded).  | Medium term      | Being considered as part of work to determine the future ambition for New Brighton, with a view to further progression.                | <b>IN PROGRESS</b>    |
| Facilitate the introduction of more restaurants.   | Medium term      | New and greater variety of places to eat trading at Victoria Road, Victoria Parade and Marine Point.                                   | <b>COMPLETED</b>      |

| Project   | Timescale   | Update   | Current Status     |
|---|-------------|--|--------------------|
| Explore the feasibility of a major visitor attraction e.g. viewing attraction/tower; indoor waterpark; art gallery; aquarium, outdoor lido etc. | Medium term | Various projects are being explored as part of the work to determine the future ambition for New Brighton, with a view to further progression. The negotiations with the new operator for Marine Lake will see a key attraction for the North-West region developed. | <b>IN PROGRESS</b> |
| Explore the possibility of re-introducing a pier.   | Long term   | This will be considered as part of the work to determine the future ambition for New Brighton.   | <b>NOT STARTED</b> |
| Support Fort Perch Rock in its conservation efforts.  | Medium term | The Fort is under taking internal drainage replacement works and is temporarily closed.  | <b>NOT STARTED</b> |

| Project          | Timescale  | Update  | Current Status     |
|------------------|------------|---|--------------------|
| Floral Pavilion. | Short term | The Council is currently seeking to transfer the Theatre to a new operator as an ongoing concern on a long lease. | <b>IN PROGRESS</b> |

## Infrastructure and Visitor Facilities

| Project   | Timescale   | Update   | Current Status     |
|---|-------------|--|--------------------|
| Identify appropriate uses for Marine Lake which bring activity and animation. | Short term  | Following an unsuccessful tender exercise in 2016, options for the site were reviewed by Wirral Council. The opportunity to lease the lake and the associated building at Marine Point was put to the market in early 2019. The Council is currently negotiating with a new operator, with a view to commencing a lease in early 2020. | <b>IN PROGRESS</b> |
| Permanent lighting for Marine Lake.   | Medium term | An unsuccessful bid for funding to the Coastal Revival Fund by New Brighton Coastal Community Team was made in 2015. This project is now being considered as part of work to determine the ambition for New Brighton, with a view to further progress if still relevant.   | <b>IN PROGRESS</b> |
| Introduce a land train between Seacombe ferry terminal and New Brighton.      | Medium term | An unsuccessful bid was made to the Coastal Communities Fund by Wirral Council in 2018 seeking funding, amongst other things, to pilot a land train. The legal and administrative work required to facilitate this re-commenced in May 2019.   | <b>IN PROGRESS</b> |

| Project   | Timescale   | Update  | Current Status     |
|---|-------------|---|--------------------|
| Introduce 'mermaid' art trail and time capsule around New Brighton. | Medium term | New Brighton Mermaid Trail, funded by Orsted (formerly DONG Energy) Burbo Bank Extension, was launched in June 2017. The Trail is accompanied by a Trail Guide stocked in a number of local premises and in May 2018 associated merchandise made available from the Floral Pavilion. Arts Council funding is being sought to replace the mermaid in Vale Park which was destroyed following an incident of criminal damage. The time capsule element of the project will no longer be progressed. | <b>COMPLETED</b>   |
| Explore the feasibility of introducing beach huts for rent.         | Medium      | Options are being considered.   | <b>IN PROGRESS</b> |
| Create a family friendly area of the beach.                         | Short term  | This was explored as part of a large-scale Public Spaces Protection Order (PSPO) by Wirral Council. Following public consultation, in July 2018 the decision was taken to not implement specific controls regarding dogs on Wirral beaches.   | <b>CLOSED</b>      |

| Project  | Timescale   | Update  | Current Status     |
|--|-------------|---|--------------------|
| Create a dedicated dog exercise area (dog friendly area).  | Medium term | This was to complement the 'family friendly' area (above). This is now being considered as part of work to determine the future ambition for New Brighton, with a view to further progress if still relevant.   | <b>NOT STARTED</b> |
| Conduct a review of signage and wayfinding in the town.  | Medium term | An audit of wayfinding across the resort was conducted by New Brighton Coastal Community Team and the funding identified by Wirral Council to remove old signage and replace with new fingerposts across the resort and increase the number of map frames. The new map was designed by local artist Anita Cunningham of Fat Cat Illustration. A free visitor information map guide is available from a number of outlets. | <b>COMPLETED</b>   |
| Convert the redundant former bowling pavilion in Marine Park to a Shopmobility facility to be operated by Wired (charity) which will include public toilets. | Short term  | Shopmobility service opened in Marine Park in October 2016 at weekends. Public toilets are now open during service opening hours.   | <b>COMPLETED</b>   |

| Project   | Timescale   | Update  | Current Status     |
|---|-------------|---|--------------------|
| Conduct a review of parking and traffic movement in the resort. | Medium term | Being considered as part of work to determine the future ambition for New Brighton, with a view to progression. | <b>IN PROGRESS</b> |
| Conduct a review of public transport provision to the resort.   | Medium term | Being considered as part of work to determine the future ambition for New Brighton, with a view to progression. | <b>IN PROGRESS</b> |