

MIKE SHARROCKS CONSULTANCY

Tourism Feasibility • Development Planning • Urban Design • Urban Regeneration • Environmental Appraisal

United Kingdom

REGENERATION STRATEGY FOR WITHERNSEA

For the Civic Trust, 1995

Mike Sharrocks prepared a regeneration strategy for Withernsea (Humberside) for the Civic Trust as part of their Rural Development Commission regeneration programme.

Withernsea is a seaside resort with a population of 7,000. The town's economic and tourism fortunes had declined since the closure of the railway link from Hull in the mid-1960's. A strategy for long-term regeneration was therefore needed for the town.

The preparation of the strategy required a strong degree of community participation in the decision-making process. This involved open workshops, community steering groups, and a residents' survey, all of which had to be co-ordinated with the study team's work on economic and environmental matters.

Mike Sharrocks managed this process, provided the planning and design input to the project, co-ordinated other inputs from a multi-disciplinary team, and produced the regeneration strategy report. The report was a wide-ranging and practical document that functioned as a framework for further community-oriented action.



The Regeneration Strategy outlined a five-year programme of viable projects that would contribute towards sustainable regeneration for the town. Projects were clearly set out and designed to tackle the social, economic, and environmental problems that had been identified during the course of the study.

It was especially important for Withernsea that the seafront and promenade be visually improved in order to support the tourism and retail base of the town. A range of leisure facilities was also proposed which would help to broaden the base of visitor attractions.

Some 40 projects were detailed together with outline costs, a suggested timescale for implementation, and potential funding sources. It was important that the community should be involved in the implementation of the projects. Recommendations were therefore made on the form and operation of a Partnership Group that could implement the strategy and promote regeneration for the town.

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