

“Burnham Evolution”

Business Plan: 2018-2023

Appendices

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Burnham-on-Sea &
Highbridge Town Council



Produced in partnership with Burnham Evolution Project Team by:

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planning | policy | strategy | partnership

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Appendix 1

Key Extracts of Contextual Evidence and Data used to support the Business Plan and Projects

The following extracts of information and data has been used to support and evidence the Business Plan's and project's development. This forms the bulk of the *contextual evidence* which "sits behind" the Plan.

However, there is also a raft of other evidence we have used, referenced in appendix 3, which supports specific projects in the Business Plan.

Core Strategy and Local Plan Key Relevant Extracts

Core Strategy

Vision 1

A Spatial Vision for Sedgemoor

Spatial Strategy

By 2027 Sedgemoor will be progressing towards becoming a truly sustainable community consisting of a revitalised Bridgwater that acts as the focal point for the District, supported by thriving and prosperous market towns and key rural settlements where local people can access affordable housing, local employment, and community services. This will be complemented by a living and working countryside that contributes to the overall prosperity and well-being of the District and conserves and enhances its natural beauty. Where growth has occurred the necessary infrastructure has been delivered at the right time and right place to support this.

Living Sustainably

By 2027 the main towns of Bridgwater, Burnham-on-Sea and Highbridge will be safe and protected from the risk of rising sea levels and flooding. Responsibility to future generations recognising the threats of climate change will be acted upon through reduced greenhouse gas emissions, increased renewable energy generation and improved energy efficiency. This will be complemented by modern, efficient and high quality design that both respects its context and is future proofed to adapt to changing climate including hotter and drier summers.

The right type and tenure of housing will be provided in the towns and the more sustainable settlements to meet a range of needs for affordable and family homes. New housing will create attractive, safe and socially inclusive living environments integrated into existing communities. Homes will be balanced by job opportunities and local services supported by the appropriate infrastructure and sustainable transport options, enabling communities to become more

self-contained. The reuse of brownfield land will be prioritised wherever possible and all development will embrace the principles of sustainable construction including maximising the efficient use of resources and minimising waste.

Ensuring Economic Wellbeing

By 2027 Sedgemoor will have a thriving, diverse and resilient economy underpinned by an ambitious and skilled local labour force. The delivery of an Energy Park on the former Royal Ordnance Factory at Puriton will be a key catalyst in enabling Sedgemoor to realise its potential as a leading centre for renewable energy and low carbon technologies. Sustainable tourism, building on the unique natural assets of Sedgemoor's countryside and coast, will be a major source of local income and employment. The District's town centres will be re-invigorated as shopping destinations that have broadened their appeal as attractive places for residents, visitors and retailers alike.

Enjoying and Achieving

By 2027 the natural beauty, biodiversity and heritage of Sedgemoor will have been protected and enhanced for its enjoyment by future generations. Its contribution to the quality of life of residents and visitors and to the positive image of the District is understood and respected.

People of all ages will be able to access high quality lifelong learning opportunities to develop their skills in order to contribute positively to a dynamic local economy. Bridgwater College will be known and celebrated within the region for its educational attainment and achievements in developing work-based training.

Being Healthy

By 2027 the health of the people will have improved as a result of good access to a range of high quality health care facilities. More people will enjoy healthier lifestyles through sport, recreation and exercise, maximising the benefits of living within or close to a rural environment. Walking or cycling will be the first choice for local trips encouraged by an attractive, safe and convenient district wide green network links. New country parks at South Bridgwater and the Meads and the continued enhancement of Apex Park in Burnham-on-Sea and Highbridge will ensure those living in the towns will have local access to important green spaces.

Bridgwater

By 2027 the foundations for transformational change of Bridgwater will have been put in place. The town will be making positive progress to become an energy conscious town known for its ambitious approach to sustainability and low carbon living. Bridgwater will be seen as a place that is re-energising into a confident town through well designed strong, innovative architecture, a more vibrant town centre and revitalised neighbourhoods - encouraging a greater sense of local community, well being and civic pride.

Bridgwater will be emerging as a greener town drawing upon the uniqueness of the Somerset Levels and outstanding beauty of the Quantock Hills. The River Parrett, public parks and open spaces within Bridgwater will be transforming into safe, accessible and active areas. The river will have a more active role in the heart of the town, supported by opportunities for colourful and contemporary development inspired by Bridgwater's waterways and maritime history.

Communities within Bridgwater will be defined by exemplary schools and learning achievement, improved public realm and more accessible and better connected transport. The strong sense of social unity, history and culture, reflected in the world famous Carnival, will be seen through a more focused town centre that includes extension into Northgate and improved public realm celebrating the distinctiveness of the town.

Bridgwater will have a growing reputation for successful, co-ordinated delivery of an ambitious place shaping programme building on the successful delivery of the North East Bridgwater urban extension. The towns' people, businesses and agencies will continue to work in partnership to improve housing and transport, deliver the Parrett barrier, a flood defence solution and provide outstanding health and recreation facilities. Bridgwater will continue to attract new investment, maintaining its emerging position as a centre of enterprise excellence. The growing proportion of a higher skilled workforce will be utilised by the new cutting edge employers in the town, encouraged by the focus on innovation and knowledge, offering quality job opportunities and training in new and emerging sectors with an emphasis on low carbon and green technologies.

Burnham-on-Sea and Highbridge

By 2027 Burnham-on-Sea will have recognised, understood and adapted to the threats of climate change. The town will have strengthened its tourism attraction through a more exciting seaside experience that offers high quality and active public realm, enhanced restaurant and café offer and water based activities. This improved offer will have adapted to meet the changing needs of the tourism market and raising visitor spend by offering higher quality accommodation and new all weather tourist attractions.

The town centre will have a clear and more visible link with the sea front through improved linkages between them. The needs of residents will have been recognised through improved retail, leisure and cultural offer and an all year round economy that will have included the establishment of a dedicated business zone and office cluster close to the town centre. This will have gone some way in reducing out-commuting as the town becomes a place that people want to live, work, invest in and to visit.

In short a town that balances being a '*sea side town*' with being a '*town by the sea*'.

Highbridge

By 2027 Highbridge will have established its role as a town providing homes, jobs and community facilities for its local and wider rural population. New and improved flood defences will have enabled brownfield sites to be developed, providing a range of house types with a particular emphasis on family homes. New housing development will have improved the physical appearance of the town through high quality and innovative design and the delivery of necessary infrastructure. This will have acted as a catalyst for the social and economic regeneration of the town, making it a more pleasant place to live and work.

The town centre, focused on Market Street and serving primarily the needs of the local community, will provide a better shopping environment. This will have been complemented and strengthened by the re-development of the former Highbridge Market site for a range of housing, employment and community uses. Further opportunity to enhance Church Street (the A38) will have contributed to a strong street scene and enhanced the town's role as a gateway to the coast and the Levels and Moors.

The town's role in supporting Burnham-on-Sea's tourism function will be more readily recognised through the development of green linkages to encourage walking and cycling between the towns and into the wider surrounds. Highbridge will have enhanced its reputation as a hub for rail and bus travel and through enhanced facilities will be seen by travellers as a convenient destination whether commuting to and from work or visiting the area.

The investment into and expansion of Isleport Business Park will have increased the range and diversity of jobs available that are easily accessible to Highbridge and Burnham as well as surrounding villages. This will have encouraged local working, higher wage opportunities and reduced levels of commuting to other centres to the benefit of the local economy.

Vision for the Rural Communities

By 2027 Sedgemoor's countryside will be served by a network of settlements that provide for the day to day needs of rural communities. The identified key rural settlements will be thriving and vibrant places that provide jobs and facilities to serve the local and wider rural population, satisfying community and cultural needs as well as increasing self-containment. Complementing this will be a range of smaller sustainable settlements that provide a basic but essential level of community facilities, contributing to a living and working countryside. An established green network will have provided links between the settlements that encourages walking and cycling and greater interaction between places.

Where new housing has occurred this will have been of high quality and sustainable design, avoided areas of high flood vulnerability and met the varied needs and priorities of the local community. Employment opportunities will have been provided at an appropriate scale that benefits the rural economy whilst respecting the natural environment. Where there has been change, rural communities will have retained their unique character, sense of identity and social cohesion.

Source: Sedgemoor Core Strategy, pp.16-18

Category	Settlement(s)	Roles	What it means
Town	Burnham-on-Sea & Highbridge	<ul style="list-style-type: none"> Focus on growth that increases self-containment and enhances its role as a service centre; Will be the focus for locally significant housing and employment growth providing about 1,575 new homes (15% of District total) and at least 1,470 new jobs between 2006 and 2027; Burnham-on-Sea and the wider coastal strip will be the focus for investment that supports and strengthens its role as significant tourist destination; Burnham-on-Sea town centre will be the focus for locally significant retail and other complementary uses including leisure; Highbridge will be the focus for residential and employment led regeneration; Highbridge district centre will focus on the needs of its local community. 	<ul style="list-style-type: none"> Sustainable housing growth comprising of 1,575 new homes within, or adjacent to, the existing urban area maximising brownfield opportunities and on a well related urban extension on Land at Brue Farm, Highbridge that contributes to strategic flood defence, education and town centre regeneration; Extension and enhancement of existing employment areas to encourage inward investment and provide local employment opportunities; Supporting and encouraging tourism proposals that consolidate and strengthen Burnham-on-Sea's role as a destination, through improving the quality and quantity of its offer; Encourage the expansion and retention of retail uses, other complementary town centre activities and investment in public realm that support Burnham-on-Sea's wider tourism focus; Retain key services and facilities within the district centre of Highbridge to meet the needs of the local community; Consolidate and enhance the existing services, facilities and infrastructure; Local transport improvements including public transport, walking and cycling.

Source: Sedgemoor Core Strategy, p.34

Local Plan (Proposed Submission)

Vision - A Spatial Vision for Sedgemoor

Spatial Strategy

By 2032 Sedgemoor will have progressed towards becoming a truly sustainable community consisting of a revitalised Bridgwater that acts as the focal point for the District, supported by thriving and prosperous towns and rural settlements where local people can access affordable housing, local employment, and community services. This will be complemented by a living and working countryside that contributes to the overall prosperity and well-being of the District and conserves and enhances its natural beauty. Where growth has occurred, essential infrastructure will have been delivered at the right time and right place to support this.

Living Sustainably

By 2032 the main towns of Bridgwater, Burnham-on-Sea and Highbridge will be safe and protected from the risk of rising sea levels and flooding. Responsibility to future generations recognising the threats of climate change will be acted upon through reduced greenhouse gas emissions, increased renewable and low carbon energy generation and improved energy efficiency. This will be complemented by modern, efficient and high quality design that both respects its context and is future proofed to adapt to changing climate including hotter and drier summers.

The right type and tenure of housing will be provided in the towns and rural settlements to meet a range of needs for affordable and family homes. New housing will create attractive, safe and socially inclusive living environments integrated into existing communities. Homes will be balanced by job opportunities and local services supported by the appropriate infrastructure and sustainable transport options, enabling communities to become more self-contained. The reuse of brownfield land will be prioritised wherever possible and all development will embrace the principles of sustainable construction including maximising the efficient use of resources and minimising waste.

Ensuring Economic Wellbeing

By 2032 Sedgemoor will have a thriving, diverse and resilient economy underpinned by an ambitious and skilled local labour force. The delivery of the Huntspill Energy Park and completion of the nearby Hinkley C nuclear power station will be key catalysts in enabling Sedgemoor to realise its potential as a leading centre for renewable energy and low carbon technologies. Sustainable tourism, building on the unique natural assets of Sedgemoor's countryside and coast, will be a major source of local income and employment. The District's town centres will be re-invigorated as shopping destinations that have broadened their appeal as attractive places for residents, visitors and retailers alike.

Enjoying and Achieving

By 2032 the natural beauty, biodiversity and heritage of Sedgemoor will have been protected and enhanced for its enjoyment by future generations. Its contribution to the quality of life of residents and visitors and to the positive image of the District is understood and respected. People of all ages will be able to access high quality lifelong learning opportunities to develop their skills in order to contribute positively to a dynamic local economy. Bridgwater and Taunton College will be known and celebrated nationally for its educational attainment and achievements.

Being Healthy

By 2032 the health of the people will have improved as a result of good access to a range of high quality health care facilities. More people will enjoy healthier lifestyles through sport, recreation and exercise, maximising the benefits of living within or close to a rural environment. Walking or cycling will be the first choice for local trips encouraged by an attractive, safe and convenient district wide green network links. New country parks at South Bridgwater and the Meads and the continued enhancement of Apex Park in Burnham-on-Sea and Highbridge will ensure those living in the towns will have local access to important green spaces.

Bridgwater

By 2032 Bridgwater will be seen as a place that is re-energising into a confident town through well designed strong, innovative architecture, a more vibrant town centre and revitalised neighbourhoods - encouraging a greater sense of local community, well being and civic pride.

Bridgwater will have a growing reputation for successful, co-ordinated delivery of an ambitious place shaping programme building on the successful delivery of new urban extensions and employment sites. The Bridgwater Barrier will have been completed, providing long term protection from flooding and further boosting confidence and inward investment. The town will have maximised the benefits from the new nuclear build at Hinkley Point C and the nearby Huntspill Energy Park.

Bridgwater will be emerging as a greener town drawing upon the uniqueness of the Somerset Levels and outstanding beauty of the Quantock Hills. The new parks at The Meads and South Bridgwater will have matured into active well used and valued green spaces.

Communities within Bridgwater will have benefited from investment in new schools and the expansion of Bridgwater and Taunton College. Apprenticeships and vocational training opportunities will have raised skill levels and provided opportunities for young people to reach their full potential without the need to leave the town. The strong sense of social unity, history and culture, reflected in the world famous Carnival, will be seen through a more focused town centre that includes new leisure and shopping provision at Northgate and improved public realm celebrating the distinctiveness of the town.

Burnham-on-Sea

By 2032 Burnham-on-Sea will have understood and adapted to the threats of climate change. The town will have strengthened its tourism attraction through a more exciting seaside experience that offers high quality and active public realm, enhanced restaurant and café offer and water based activities. This improved offer will have adapted to meet the changing needs of the tourism market and raising visitor spend by offering higher quality accommodation and new all weather tourist attractions.

The town centre will have clear and more visible links with the sea front through improved linkages between them. The needs of residents will have been recognised through improved retail, leisure and cultural offer and an all year round economy. This will have gone some way in reducing out-commuting as the town becomes a place that people want to live, work, invest in and to visit.

In short a town that balances being a 'sea side town' with being a 'town by the sea'.

Highbridge

By 2032 Highbridge will have established its role as a town providing homes, jobs and community facilities for its local and wider population. New housing development will have improved the physical appearance of the town through high quality and innovative design and the delivery of necessary infrastructure. This will have acted as a catalyst for the social and economic regeneration of the town, making it a more pleasant place to live and work.

The town centre, focused on Market Street and serving primarily the needs of the local community, will provide a better shopping environment. New and improved public realm will have been delivered focusing on the Market Street Car Park area. The existing railway station will also have been improved and additional parking provided, enhancing it as a convenient destination whether commuting to and from work or visiting the area.

The investment into and expansion of Isleport Business Park will have increased the range and diversity of jobs available that are easily accessible to Highbridge and Burnham as well as surrounding villages. This will have encouraged local working, higher wage opportunities and reduced levels of commuting to other centres to the benefit of the local economy.

Cheddar

By 2032 Cheddar will have enhanced its role as both a local centre and a nationally important tourist destination. High quality new housing will provide homes for local people whilst respecting the local environment. Improvements in local highway infrastructure, particularly at the "magic roundabout" and Upper New Road will have benefited the whole village. Additional investment into Sharpham Road Playing Fields will have provided the local community with improved recreational and sporting opportunities to complement the existing leisure centre and swimming pool.

The village centre will be an attractive and active place with a wide range of local services to support the community. Investment into the public realm will have transformed the historic core of the village. The village centre will support and complement Cheddar Gorge where new investment will have raised the quality and attractiveness of the visitor offer.

North Petherton

By 2032 North Petherton will have strengthened its own identity providing a range of services to support the local community. The town will have retained its physical separation from Bridgwater but investment in highway infrastructure will have ensured that travelling between the two centres is safe and convenient by all modes of travel.

Additional parking and public realm will have been delivered in the town centre enabling proactive traffic management and a reduction in localised congestion.

Vision for other Rural Communities

By 2032 Sedgemoor's countryside will be served by a network of settlements that provide for the day to day needs of rural communities. The identified Tier 2 settlements will be thriving and vibrant places that provide jobs and facilities to serve the local and wider rural population, satisfying community and cultural needs as well as increasing self-containment. Complementing this will be a range of smaller sustainable settlements that provide a basic but essential level of community facilities, contributing to a living and working countryside.

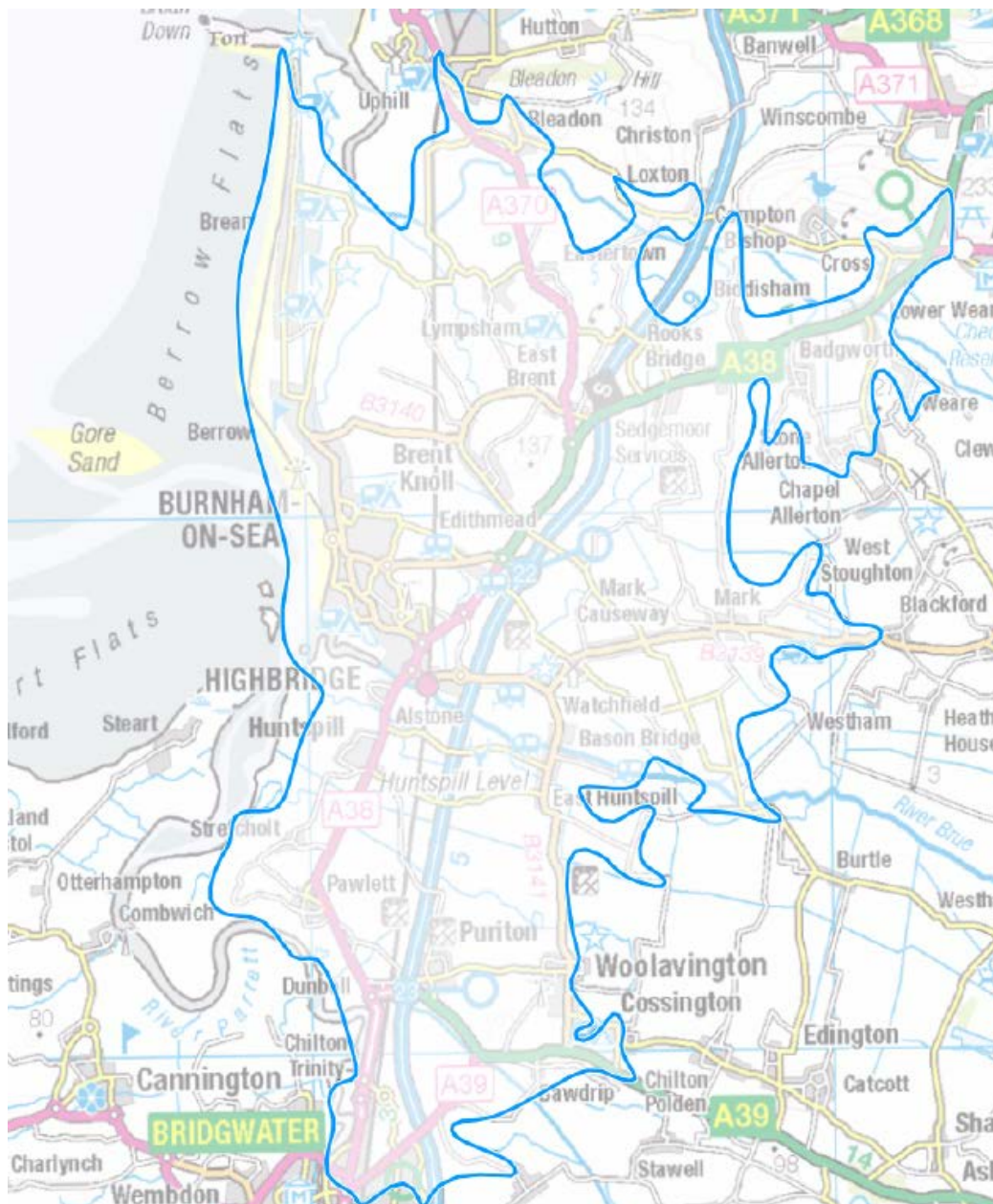
Where new housing has occurred this will have been of high quality and sustainable design, avoided areas of high flood vulnerability and meeting the varied needs and priorities of the local community. Employment opportunities will have been provided at an appropriate scale that benefits the rural economy whilst respecting the natural environment. Where there has been change, rural communities will have retained their unique character, sense of identity and social cohesion.

Source: Sedgemoor Local Plan (Proposed Submission), pp.8-11

Location and Connectivity

Excellent motorway links via the M5 and on the National Express and excursion coach routes. It is a 14 mile straight road to Bristol Airport. However, at the Burnham-on-Sea motorway junction there are three brown Highways signs which all are for attractions and tourism destinations outside of Burnham-on-Sea. The good road connections mean that the town's catchment area extends a good distance. The figures below show the catchment areas for 20 and 45 minute drive-times (where based on average speeds during one hour of the "rush hour" on a weekday).

20 minute driving catchment from Seafront (Slipway)



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45 minute driving catchment from Seafront (Slipway)



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Local rail link to Bristol and Taunton, and beyond, on newly rebranded Great Western Railway line from neighbouring Highbridge. There are also early morning direct trains to and from London Paddington.

The town is generally easy to get around on foot with no steep slopes, average width road junctions and traffic lights on the one major road, although pavements can be busy during summer months. The extent of the town centre is within a 10 minute walk of the Slipway where The Esplanade and South Esplanade meets Pier Street. The figure below illustrates an average 10 minute walking catchment.

10 minute walking catchment from Slipway



Source: ©Crown Copyright and Database Right. All Rights Reserved (0100054744) 2018

Signage around the town centre has recently been improved through finger posts and location maps. In 2015 a series of place maps were installed in and around the town centre. These were designed by a local artist. They used tools such as landmarks to help with self-orientation. However, there are major issues with poor signage between the Esplanade and the High Street/Victoria Street and the surrounding car parks into the town.

Cycling is popular. Cycle racks are regularly full and pelotons of cyclists are seen arriving in the town from lengthy cross country races. Public transport is expensive and complex.

Within the area concerned for this plan there are two pedestrian [zebra] crossings (Princess Street and Esplanade) and two lights controlled crossing [pelican] (Pier Street and Esplanade). The rest of roads do not have devices to assist pedestrians. Overall, due to the limited amount of green or open space in the public realm there are limited paths created by “lines of desire”.

Population, Economy and Socio-Economic Characteristics

Burnham-on-Sea has a **population**¹ of 14,200 people which equals just over 12% of those living in the district. The population has increased by 3% over the past decade. The age structure in Burnham-on-Sea differs from that in Somerset and the wider South West. Burnham-on-Sea’s population is considerably older than the rest of the district and the county and even nationally: nearly 30% of Burnham-on-Sea residents are 65 or older comparing with 20.5% in Sedgemoor, 19.5% in Somerset and 16.5% nationally. Whilst the local area is subject to a rapidly **ageing population**, the wider conurbation of Burnham and Highbridge has been the scene of significant growth since 2005.

¹ Data from 2011 Census via Burnham-on-Sea Economic Plan, pp.9-10

Spurred on by demand from the Bristol and Somerset Travel to Work areas, over 1,000 new homes have been built in the immediate areas in the past decade, as well as new supermarkets and a significant increase in industrial and commercial space in the neighbouring Isleport Business Park. In part, this vibrancy offsets the challenges with an aging population in the immediate town centre area, and partially explains the relatively strong performance of the town centre in terms of occupancy rates and independent traders.

Figures suggest² that Burnham-on-Sea has a slightly higher proportion of Managers, Directors and Higher Officials (11.1%) amongst employment **occupations** than the district (10.9%), county (10.9%) and the country (10.8%). The number of Process, Plant and Machine Operatives is slightly lower than for the whole district, but much higher than the county or region which shows strong industrial trade across Sedgemoor. As expected, the proportion of jobs within service and leisure industries (in the Caring, Leisure and Other Service, and Sales, Customer Service Occupations) are both higher (11.5% and 9.2% respectively) than district (10.6% and 8.2%), county (10.6% and 8.0%) and national levels (9.3% and 8.3%). Professional and Technical Occupations, although in line with the rest of Sedgemoor, are lower than the rest of Somerset and much lower than the rest of the country. Also Elementary Occupations take up much higher proportion of jobs comparing with the region or nationally.

According to the census³, the population of Burnham-on-Sea benefits from higher than national vocational and technical **qualifications**. The level of apprenticeships is noticeably higher than in the county or region and significantly higher than national level. Although Burnham-on-Sea benefits from higher than national technical qualifications the area falls behind the county, region and the country with regarding to higher level qualifications (only 31% of Level 3 and above compared to 39% nationally). Additionally Burnham-on-Sea suffers from much higher than national or even county level of people without any qualifications. As set out in the Economic Plan, although the working age group in Burnham-on-Sea is smaller compared to the district, county and even nationally, the unemployment rate is lower than in most of those areas. The proportion of **economically active** residents is lower (65.5%) comparing with the district (69.9%), county (70.7%) and nationally (69.9%). The proportion of retired population is especially higher than anywhere else in the district or nationally, which is a major issue for the town.

Burnham on Sea acts as a **primary service centre** for the coastal area of Sedgemoor. As such, it is heavily weighted towards retail and service activity, complementing neighbouring Highbridge's focus on manufacturing and logistics. The main **shopping areas** are the High Street and roads off in Burnham, and Market Street/Church Street in Highbridge. In addition there are three supermarkets in other locations: ASDA in Caxton Road, Highbridge; Tesco on Frank Foley Way, Burnham and LIDL in Oxford St. Burnham. The shopping areas comprise mainly independent stores and include cafes, take-aways, estate agents, household goods, convenience stores, florists, hairdressers, opticians, food and health stores, banks and building societies. Burnham Town centre also has a B & M superstore. The Burnham Economic Plan suggests that there were 214 businesses in the town centre in 2016. Town centre **vacancy rates** data suggests that Burnham has historically seen low vacancy rates compared to other locations. However, recent data suggests that since 2015 the trend has been for a steady increase in vacancy rates of ground floor units from 5.1% in January 2016 to 10.7% in January 2018. The pattern nationally is for a relatively level trend of around 9% - 10% and across the south west of around 7% - 9%. Current rates for the UK are 8.9% and for the south west, lower, at 7.6% (January 2018). **Footfall** data suggests that footfall is down to -4.4% in the year to date compared to 2017. This compares well against south west figures of -4.9%, the UK at -5.5% and the Coastal Towns High Street Index of -6.3%, although combined with an increasing vacancy rate, suggests that improvements to the quality of the environment and attractiveness of Burnham as a destination is likely to help counter-act these figures and prevent them from becoming "the norm".⁴

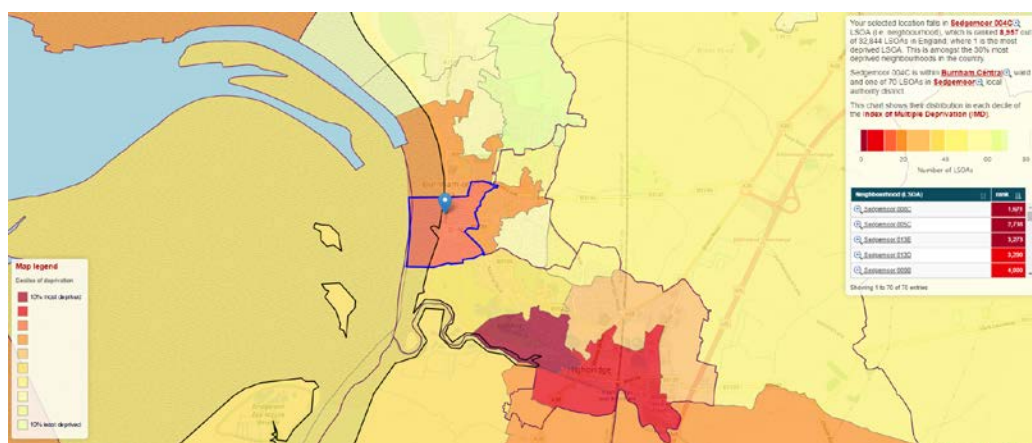
Burnham has one lower super output area within the third "tier" of **deprivation** areas, with pockets of higher levels within neighbouring Highbridge as the map below shows.

² Data from 2011 Census via Burnham-on-Sea Economic Plan, p.11

³ Data from 2011 Census via Burnham-on-Sea Economic Plan, pp.11-12

⁴ Source for data on footfall and vacancy rates: Springboard, via Alex Turco

Levels of Multiple Deprivation



Source: <http://dclgapps.communities.gov.uk/imd/idmap.html>, Open Data reproduced under PSMA licence number 0100054744

The **tourism sector** in Burnham is key to the local economy. According to the Burnham Economic Plan using data from 2014, the town “...continues to attract significant numbers of domestic visitors, many of whom are repeat visitors, in the summer. The last year for which SDC has figures for the town is 2014, when South West Research Company recorded 79,000 staying visitor trips and 932,000 day visits. It has all the ingredients expected of a coastal resort such as a pier, donkey rides and cafes as well as the bonus of a lighthouse on legs. The visitor-spend per head is £31.50 (Per visit, spent on shopping, food & drink and attractions/entertainment excluding travel and accommodation). Data shows that in 2014 1,000 jobs were supported by visitor related spend and in that period visitor related spend was £45.2m. The issue faced is that too much money is retained inside holiday parks. The town benefits only slightly. The town is badly adapted to providing for other, more contemporary forms of tourism e.g. water sports, nostalgic staycations, nature enthusiasts, healthy activities and has limited wet weather options.”⁵ Recent data⁶ suggests that, in 2016, there were 75,000 staying visitor trips and 934,000 day trips, with £46.7m direct visitor spend and £47.5m total visitor related spend. 1,050 actual jobs were supported by visitor related spend. Figures suggest that there has been a decline in the number of visitors since 2013, particularly in the number of staying visitors, with 86,000 in 2013 and 79,000 in 2014 and as noted above, 75,000 in 2016. While spend has picked up since 2014 to levels similar to 2013, the significant fall in the number of staying visitors is a concerning trend.

Community and Cultural Facilities

The Princess Theatre and Arts Centre is run by the Town Council and hosts touring productions, local amateur productions and a variety of artistic and community activities. The Princess is a key cultural and social hub. Footfall data indicates that over 8,000 people per month regularly use the building and these range in age from 5 – 90+ years. On top of the theatrical use, each week sees around 15 different community groups use the building for anything from crafting to rehearsing to counselling and discrete provision for disability or marginalised groups. There are 2 Youth Theatres and 3 other Theatre groups that involve all ages and other Youth Theatre groups and dance schools rely on the building for their annual performances. The theatre’s accessibility brings many charity groups use the facilities for conferences and training and the café provides a social setting. The Theatre averages 60 performances a year, amateur and professional and the theatre hosts other events and meetings. With two local music venues closing to provide more accommodation, the theatre has become even more important to local social and cultural life. Holiday makers and holiday home owners use and enjoy the building for shows, café, craft events, kurling and bingo, and people often phone to see what is planned during their visit.

⁵ See Economic Plan, pp.14-25

⁶ Source: South West Research Company (via SDC)

Burnham has a library which is open most of the week. There are two Community Associations with their own premises – Market St, Highbridge and Berrow Road, Burnham and a number of Churches with their own halls. King Alfred's school has a Sports Centre open to the public and there are a number of football and other sports clubs. There are a variety of uniformed organisations for youngsters – Sea, Air Force and Army Cadets; Scouts and Guides - but a deficiency in Youth Clubs.

Seafront

The Esplanade is the sea front of the resort town. It gives the conservation area a strong linear character; the various stuccoed buildings along the sea front form an attractive overall composition framed by two quadrant terraces to the north and the Reed's Arms Hotel to the south. The Esplanade Pavilion provides the central focus for the Esplanade walk. Both the Esplanade and Marine Cove pocket park are important public open spaces. Development along the Esplanade is dense, usually of two or three storeys. Again there are few opportunities for infill but several for sympathetic redevelopment. The vast majority of the Esplanade also dates from the 19th and early 20th Centuries. Five additions from the latter half of the 20th Century are prominent in the landscape.

- a) Vicarage Court (which replaced the Atlantic Hotel) on the corner of Vicarage Street is a three storey brick building of no particular architectural merit.
- b) College Court (which replaced the former St. Andrew's Primary School) on the corner of College Street. This is also a three storey brick building but, with details such as arched window frames and gabled roofs, it does make an attempt to fit in with the predominant styles of the existing buildings.
- c) Sunspot Amusements (attached to the Reeds Arms) – a modern amusement arcade which is entirely out of keeping with its surroundings.
- d) Modern extensions to the early 20th Century Pavilion which cover its entire frontage.
- e) The Sea Wall. Constructed in the early 1980s from reinforced concrete. The height of the wall and limited viewing platforms means that the access views permeability is compromised.

The Esplanade is a pleasant walk on the seaward side but many of the residential properties on the inland side are in a poor state of repair and they do not form a coherent narrative.

The beach is mainly sand but has patches of deep sinking mud. The tidal range is enormous and for some of the day the sea is out of sight.

The town is positioned ideally to enjoy magnificent sunsets over the estuary. This is compromised by the height of the seawall which obscures the view from anyone in a wheelchair or under 4ft. It is acknowledged that the seawall is a vital part of the town's defences against inundation from the sea.

Natural Environment

Natural assets include: 7 miles of sandy beaches, second largest tidal range in the world, local estuary and cliff features offer opportunities for recreation including sailing and water sports. Man-made lakes and sea shore provide fishing opportunities. Level terrain, mild climate and west facing aspect make this an attractive location for leisure and retirement. Surrounding farmland offers rural character of landscape. Parks have been well integrated into the towns development from initial layout (Marine Cove) and redevelopment of properties (Manor Gardens & Apex Park) responding to changing economic influences, providing valuable recreation opportunities. There is scope for future development to provide for increased housing.

Built Environment, Character and Heritage

The character of the town is, of course, influenced by the extensive seafront / Esplanade and seawall and its history as a seaside destination.

The mixture of Georgian, Regency and Victorian architecture shows that its heyday was in the past but there is nothing in the architecture that says “this is Burnham-on-Sea and you couldn’t be anywhere else”, except the Pavilion. The majority of buildings are two or three storeys and the surrounding land is flat – you can see Glastonbury Tor (14.3 miles away) from the 2nd floor office of one town centre business.

The layout of the town centre area is Victorian and many of the buildings date from the 19th and early part of the twentieth century. These include the majority of the shops, the Banks and the Baptist and Methodist chapels in College Street. Later redevelopments have not always been sympathetic. However, the development of Victoria Court behind 5-9 Victoria Street is a good example of sensitive infill.

The primary shopping area, as defined by Sedgemoor DC, is subdivided into primary and secondary retail frontages. The primary retail frontage consists of Pier St. and High St. south of College St. The secondary frontage consists of Abingdon St. between High St. and Technical St.; parts of College St.; Victoria St. (from College St. to Vicarage St.); Regent St.; Vicarage St. and High St. north of College St. This leaves a small group of shops opposite St. Andrew’s churchyard undesignated. This plan proposes extending the primary shopping area to include them in the secondary retail frontage.

Throughout the town centre and Esplanade there are a variety of lighting types and styles. The High Street and Victoria Street are in a Victorian style and were installed in 2015. The Esplanade lighting columns are past their use by date (25 years). They are in a Victorian style and have not weathered well at all. Lighting levels in the park [Manor Gardens] are low. There are no decorative lighting features.

Part of the town centre – the northern part and the Esplanade – is in a conservation area. This was designated in 1988 and extended in 2007.

“The Esplanade is the sea front of the resort town. The Esplanade gives the conservation area a strong linear character; the various stuccoed buildings along the front form an attractive overall composition framed by two quadrant terraces to the north and the Queen’s Hotel to the south. The Esplanade Pavilion provides the central focus for the Esplanade walk, which is an important public open space. Development along the Esplanade is dense, usually of two or three storeys, with few opportunities for infill but several for sympathetic redevelopment.

The Town Centre: The east side of Victoria Street and the south side of College Street define an area of the town centre with significant historic importance and some attractive architecture. Development throughout the town centre is dense, usually of two or three storeys, with few opportunities for infill but several for sympathetic redevelopment.” (SDC Conservation Officer 2014)

There are limited opportunities for quiet reflected and rest within the town centre, the primary area of public realm within the Burnham conurbation. There is only one public realm space [junction of Abingdon Street], which is particularly windswept and two recreational spaces: The formal Marine Cove gardens on the seafront and the small park at Manor Gardens/Crosses Pen.

Appendix 2

Summary of Key Regeneration Studies (reproduced from Neighbourhood Plan Evidence Base Report)

1. Burnham-on-Sea and Highbridge MCTI Final report April 2003 (Landscape Design Associates)

This identified Burnham as a town in decline, lacking a heart, with too much concrete and lacking facilities for young people. The town centre was dominated by traffic and parking with pedestrian movement largely north/south and constrained by narrow pavements. Open spaces were based along the Esplanade and the car park around the Morrisons store dominated the town and detracted from it.

Important issues were:

- The need for a quality environment
- Simplification and strengthening of the structure of the town
- Creating spaces – “spaces can be a destination, a stop enroute or simply a spatial experience”.
- Giving the town a real heart.
- Connecting spaces and places.
- Restoring the right balance between traffic and pedestrians.
- Humanising the public realm – (noting the concrete Esplanade as “bleak”)
- Providing access for all e.g. elderly and disabled
- Bringing unity to the public realm.
- Creating beauty.

Proposals included:

- Regeneration of Marine Cove (*done*)
- Creation of a linear park on the South Esplanade
- Making Victoria St/High St “pedestrian friendly”
- A new “northern entrance space” outside St. Andrew’s Church on the corner with Tregunter.
- A new pedestrian-friendly space at Victoria St/ Vicarage St – created by removal of parking outside the Secret World Charity shop, new paving and seats.
- A similar treatment of the Victoria St/ Princess St/Regents St/High St junction.
- A “southern entrance space” at the High St/Pier St/Abingdon St junction. (*since achieved in modified form by the water feature area*)
- A redevelopment of the Morrison’s site (including car park) to provide new mixed development (cafes/shops, apartments etc) on the Pier St and South Esplanade frontages with “pavilion buildings” on the site of BiARS to contain the present uses.
- A linear park along the South Esplanade to link to Apex Park via the riverside walk.
- A creation of a garden at the Seaview Road/Esplanade junction. (*done*)
- Reduction of road widths in the urban spine (Victoria St/ High St) to make it more pedestrian friendly; better paving on footways; possible pedestrianisation (10am – 4pm or on certain days) of High St. Better and more coherent street furniture. (*see Tesco scheme later.*)

- Princess St: creation of a pedestrian friendly “Civic Precinct” – wider pavements, traffic table, possible one-way traffic system.
- East-west link streets: improve pedestrian links by widening pavements, reduced parking (one side only) and new paving. Traffic tables on High St crossings. *(done)*. Sculptures on Esplanade to draw people from High St.
- Chapel St and South St – re-surface to encourage pedestrian usage.
- Redevelopment of the Tucker’s Garage site to provide mixed uses. *(now has planning permission for retirement flats)*
- Redevelopment of Oxford St filling station.

2. “Making a community by the sea” – A strategic plan for Burnham and Highbridge – September 2003.

This attempted to take the previous report forward and was conducted by an MCTI local steering group. They summarised their task as:

- Identifying a long term vision for the future of Burnham and Highbridge
- Consulting extensively with the widest possible range of local opinion
- Identifying the key issues and opportunities facing the community
- Identifying short, medium and long term projects and programmes to tackle these key issues
- Developing the opportunities available; and
- Developing the skills needed within the community to help deliver the plan.

It was an ambitious plan which, if it had been achieved in its entirety, would have made a significant difference to our area. With regard to Burnham Town Centre it had the following proposals in addition to those in the April report.

- A shopfront and building improvement programme. *(see Tesco scheme below)*
- A farmers’ market in Burnham *(now monthly)*
- To investigate options for a cinema *(Ritz since re-opened)*
- To ensure a secure future for the Princess *(now under Town Council ownership)*

3. Outline proposals for the redevelopment of Tuckers Garage and development of the New Civic Quarter – apg architects – September 2005

Although Tucker’s Garage now has planning permission for retirement apartments it is worth considering this report as:

- a) planning permissions are not always implemented
- b) what it says about the Somerset Learning Centre site and Princess St is interesting.

Essentially this report proposed a comprehensive redevelopment of the two sites to provide:

- Elderly persons sheltered apartments with car parking
- Pedestrian links between Victoria St, Princess St and Manor Rd
- A new civic square in front of the Learning Centre, incorporating and pedestrianising that section of Princess St between it and the Princess Theatre and Arts Centre.

4. Burnham –on-Sea and Highbridge Regeneration strategy – the case for investment (Sedgemoor DC, prepared by EKOS consulting) – September 2006

This reiterated many of the ideas of previous reports. In particular, as regards Burnham central areas, it concentrated on:

1. The Cultural Quarter – public realm improvements (including the creation of public spaces, enhanced educational/leisure facilities, residential units – centred on the Princess Theatre, Learning Centre and Library in Princess St. (cost £15.82m)
2. The High Street and East/West links – improved shopfronts(funded by landowners and by grants) and improved aesthetic and physical improvements of links to the Esplanade. (cost £10.97m)
3. The Esplanade – new garden at the north end (Seaview Road) and redevelopment of Marine Cove (*both since done*); improving and humanising the concrete expanse of the Esplanade itself; encouraging investment in run down properties. (cost £3.64m)
4. Morrison’s store and adjacent car park – the “Visitor Gateway” – comprehensive redevelopment to provide an attractive and active frontage to Pier St and enclose a new civic space on the seafront, incorporating a mixed use development. (developer-funded)

5. The Princess – Regeneration – a brief prepared by Nigel Grainge for the Burnham-on-Sea Learning and Cultural Quarter Partnership – January 2008

This proposed large scale works to the Princess and relocation of Burnham Community Association and other users to the site. Given the costs involved, it is only of academic interest but it did, once again, focus attention on the “cultural quarter” as a northern focus for the town centre.

6. The Tesco project.

As a condition of the planning approval for the expansion of the Tesco store in Burnham, a Section 106 agreement stipulated that approximately £330,000 should be allocated to Town Centre improvements. With the addition of the residue of Regional Development Agency funds, over £400,000 is being spent at the current time. In terms of physical structures, the funds are allocated to:

- Improved street lighting, including changing modern lights to Heritage style in Victoria St to match the Victorian lights in the High St.
- Installation of posts to carry hanging baskets/ banners in High St./Victoria St.
- Highways improvements: Coloured paving in High St between Cross St and Adam St to designate an events area; finger-post signage; new street furniture (including power supply to events area).
- Additional cycle racks.
- Roller shutter improvements.
- Public notice boards.

Source: pp.27-29, Neighbourhood Plan Evidence Base Report, https://docs.wixstatic.com/ugd/aef4b2_45968d841c76429bb6e4a6171bc74eed.pdf

Appendix 3

Social, economic and environmental case for projects

(Linking: Impact → Evidence → Project and Outcome)

The following table was used in the preparation of projects in order to ensure that the main economic impacts identified and experienced in the town are being addressed, while acknowledging the role that projects can also play in positively impacting associated social and environmental issues. It contains references to specific sources of evidence which support the need and demand for the projects.

List of Projects Used in Analysis

1. Esplanade Environmental Public Realm Improvements (includes the following)

- a) Refurbish existing shelters** [The Esplanade (north)]
- b) Replace existing signposts** [The Esplanade (north) and South Esplanade]
- c) Seafront Sea Walk (1 mile S-N ?and N-S start point signs?)** [The Esplanade (north) and South Esplanade]
- d) Quarter mile distance markers** [The Esplanade (north) and South Esplanade]
- e) Refurbish or replace benches** [The Esplanade (north) and South Esplanade]
- f) Refurbish or replace bins** [The Esplanade (north) and South Esplanade]
- g) Replace lighting on lamp posts with column lighting on existing lamp posts** [The Esplanade (north) and South Esplanade]
- h) Floor games** [The Esplanade (north) and South Esplanade]
- i) Seawall wildfowl tiles** [South Esplanade]
- j) Way-marker Maps** [The Esplanade (north) and South Esplanade]
- k) Demolish and replace 3 x shelters in similar style and aspect (raised) to those along The Esplanade** [South Esplanade]
- l) Hinkley Point C Information Panel** [South Esplanade]
- m) Feature Fountain or play area or outdoor gym** [South Esplanade]
- n) Raised planters for community food / sensory garden / raised landscaping** [South Esplanade]
- o) Trim Trail** [South Esplanade]
- p) Safer, Better Accessibility (Crossings)** [South Esplanade and Marine Cove]

2. Community and Small Business Hub (Former Job Centre)

3. Princess Theatre Community Enhancements

4. Business Support

5. Project Officer (Implementing Burnham Evolution)

6. Destination Marketing

7. Feasibility and Design [The Esplanade (north), South Esplanade and Civic Area at northern end of town centre]

Social impacts

Impact / Need / Issue	Evidence: Data / Studies / Research / Strategies / Consultation / Anecdotal	Projects relevant and related to addressing impact
<p>Greater population in the area (Burnham and wider) of construction workers placing pressure on use of and the need for leisure and recreation assets and community space.</p>	<p>SDC Priorities Plan https://www.sedgemoor.gov.uk/media/1551/Priorities-Plan-Refresh/pdf/Priority_Plan_Refresh_-_final_28-02-17_for_website, p.24 “Rest of the District” and “Future Schemes”, p.20 priorities list</p> <p>Contribution towards achieving the strategic aims of the Hinkley Tourism Strategy: improve visitor experiences, attract and retain customers and increase industry resilience, Hinkley Tourism Strategy 2015-20, p.9</p> <p>The Local Plan’s evidence suggests that the strategy for Burnham (and Highbridge) should focus on increasing self-containment, enhancing the service centre role, providing opportunities which reduce social exclusion and deprivation, promote improvements to the public realm, encourage investment and development that support and strengthen the offer as a tourist destination and consolidate and enhance existing local services, facilities and infrastructure (see Policy BH1). See below.</p> <p>Burnham is a strategic centre of economic importance (Economic Development Strategy 2015, paragraph 4.3.5) and as such requires support to ensure that it remains as such in the long-term.</p> <p>The emerging Neighbourhood Plan’s (see https://docs.wixstatic.com/ugd/ae4b2_871c095083b945e5abb6b24f6b67e099.pdf) vision has been developed and endorsed by the community through consultation, with the plan now submitted for Examination. It recognises the need for residents’ quality of life to be balanced with the town’s retail and leisure offer and that the town needs to offer a balance of uses for the community, business and visitors alike along with an improved public realm. It highlights the need for the town to become a destination worth visiting for the quality of the retail area and walks along an attractive and improved Esplanade, both of which need to be better linked. It sets out the ambition for the Princess Theatre to be the community hub of cultural life and form part of a group of buildings serving the community including the library and learning centre which envelope a new civic / public space. The former job centre is in close proximity. See below for wording of full vision.</p> <p>The emerging Plan also sets out to protect four areas as local green space (Marine Cove, Manor Gardens, Crosses Pen and South Esplanade Lawns) which will support protection and enhancements which increase use subject to proposed uses being appropriate and in line with the criteria set by the policy (Policy CB7). See below.</p>	<p>1. Esplanade Environmental Public Realm Improvements will ensure that a high quality seafront environment is established with a variety of leisure and recreation opportunities for those living, working and visiting the town.</p> <p>These projects will create and maximise opportunities to use Burnham’s seafront as a real asset.</p> <p>2. Community and Small Business Hub (former job centre) could provide a community space and facility with town centre “facing” mixed use and office space for small and start-up businesses. It will be central to and a catalyst for the regeneration of a public civic square at the northern end of the town centre. Ground floor space could be used by a combination of flexible community space and a heritage centre or indoor soft play area, subject to viability.</p> <p>7. Feasibility and Design funding will help to make sure that projects, largely now at the conceptual stage and effectively made “real” through the necessary feasibility and design work which will enable project delivery, both for the seafront and regeneration civic space / hub area at the northern end of the town centre.</p>

Impact / Need / Issue	Evidence: Data / Studies / Research / Strategies / Consultation / Anecdotal	Projects relevant and related to addressing impact
	<p>Princess Theatre averages 60 performances a year, amateur and professional – Music, Drama, Ballet, Evenings With, Special Interest, Variety, all alongside the art, trade and craft fairs, arts festivals, social dances, workshops, Kurling, Bingo, Blood Donor sessions, Planning hearings, conferences, wedding receptions, society dinners, parties etc. With two local music venues closing to provide more accommodation, we have become even more important to local social and cultural life. Holiday makers and holiday home owners use and enjoy the building for shows, café, craft events, kurling and bingo; people often phone to see what is planned during their visit. Also, patrons travel from throughout Somerset for weekly craft sessions and shows. Source: Theatre Manager. See below.</p>	
<p>The influx of a significant HPC worker population in a short time places pressure on the community's social cohesion and inclusion.</p>	<p>The Local Plan's evidence suggests that the strategy for Burnham (and Highbridge) should focus on increasing self-containment, enhancing the service centre role, providing opportunities which reduce social exclusion and deprivation, promote improvements to the public realm, encourage investment and development that support and strengthen the offer as a tourist destination and consolidate and enhance existing local services, facilities and infrastructure (see Policy BH1). See below.</p> <p>Burnham is a strategic centre of economic importance (Economic Development Strategy 2015, paragraph 4.3.5) and as such requires support to ensure that it remains as such in the long-term.</p> <p>The emerging Neighbourhood Plan's (see https://docs.wixstatic.com/ugd/aef4b2_871c095083b945e5abb6b24f6b67e099.pdf) vision has been developed and endorsed by the community through consultation, with the plan now submitted for Examination. It recognises the need for residents' quality of life to be balanced with the town's retail and leisure offer and that the town needs to offer a balance of uses for the community, business and visitors alike along with an improved public realm. It highlights the need for the town to become a destination worth visiting for the quality of the retail area and walks along an attractive and improved Esplanade, both of which need to be better linked. It sets out the ambition for the Princess Theatre to be the community hub of cultural life and form part of a group of buildings serving the community including the library and learning centre which envelope a new civic / public space. The former job centre is in close proximity. See below for wording of full vision.</p> <p>The emerging Plan sets out a policy (Policy CB6) for the regeneration of both the former Learning Centre and the formation of a new town square. The policy includes a requirement for a development brief to be drawn-up to inform the nature of the area in terms of use of space, traffic management, public realm, design and landscaping and so on. It suggests that the redeveloped building should have mixed uses on the upper floors and active ground floor uses. See below.</p>	<p>2. Community and Small Business Hub (former job centre) could provide a community space and facility with town centre "facing" mixed use and office space for small and start-up businesses. It will be central to and a catalyst for the regeneration of a public civic square at the northern end of the town centre. Ground floor space could be used by a combination of flexible community space and a heritage centre or indoor soft play area, subject to viability.</p> <p>3. Princess Theatre Community Enhancements will ensure that the theatre can offer a modern community facility and performance space to increase use by residents and HPC workers within the town and across a wider catchment area and will help retain existing and attract new shows and performers to the town. It will also enable the Theatre to gradually reduce its subsidy from the Town Council by securing a more income resulting from the investment made in its facilities.</p> <p>A modern facility with a quality culture and arts offering will help contribute significantly to achieving community cohesion and integration of a workforce moving into the area from elsewhere.</p>

Impact / Need / Issue	Evidence: Data / Studies / Research / Strategies / Consultation / Anecdotal	Projects relevant and related to addressing impact
	<p>The Princess is a key cultural and social hub. Footfall data indicates that over 8,000 people per month regularly use the building and these range in age from 5 – 90+ years.</p> <p>On top of the Theatrical use, each week sees around 15 different community groups use the building for anything from crafting to rehearsing to counselling and discrete provision for disability or marginalised groups. Our unique position allows full access; our lift means that all users of the building have access to all areas. We are home to 2 Youth Theatres and 3 other Theatre groups that involve all ages. Between them they have over 200 members and perform, between them, 8 different shows to audiences of thousands each year. Other Youth Theatre groups and dance schools rely on the building for their annual performances.</p> <p>Our accessibility brings many charity groups use our facilities for conferences and training</p> <p>The café is provides a social setting for friendship and small meetings. With friendly volunteer staff it is a place where lonely, widowed or people new to the town find friends and where carers confidently bring their charges for a drink or light meal.Princess Theatre averages 60 performances a year, amateur and professional – Music, Drama, Ballet, Evenings With, Special Interest, Variety, all alongside the art, trade and craft fairs, arts festivals, social dances, workshops, Kurling, Bingo, Blood Donor sessions, Planning hearings, conferences, wedding receptions, society dinners, parties etc.</p> <p>With two local music venues closing to provide more accommodation, we have become even more important to local social and cultural life. Holiday makers and holiday home owners use and enjoy the building for shows, café, craft events, kurling and bingo; people often phone to see what is planned during their visit. Also, patrons travel from throughout Somerset for weekly craft sessions and shows. Source: Theatre Manager. See below.</p>	<p>7. Feasibility and Design funding will help to make sure that projects, largely now at the conceptual stage and effectively made “real” through the necessary feasibility and design work which will enable project delivery, both for the seafront and regeneration civic space / hub area at the northern end of the town centre.</p>
<p>The state of people’s health and the buoyancy of the economy are linked. Lower quality of environment and fewer opportunities for outdoor activity and poorer cultural offer where people live compared to other places (particularly if residents do not have access to a car or good public transport to access alternative offer in other towns) can lead to a tapering local economy</p>	<p>LOCAL IMPACT REPORT, p.531, paras 28.2.1.8-28.2.1.9 (see below)</p> <p>IMD – small pockets of relatively high deprivation based on IMD 2015. See below.</p> <p>Income Deprivation Affecting Children Index (IDACI) suggests some of the highest levels of childhood obesity in Year 6 children could be found in parts of Burnham (between 2009/10 and 2013/14). See below.</p> <p>The Local Plan’s evidence suggests that the strategy for Burnham (and Highbridge) should focus on increasing self-containment, enhancing the service centre role, providing opportunities which reduce social exclusion and deprivation, promote improvements to the public realm, encourage investment and development that support and strengthen the offer as a tourist destination and consolidate and enhance existing local services, facilities and infrastructure (see Policy BH1). The Local Plan (paragraphs 7.238 and 7.239) recognises the clear links between good physical and mental health and a range of factors over which planning can have an influence, including those such as the quality of the built environment, an active lifestyle, cultural and community facilities and the public realm.</p>	<p>1. Esplanade Environmental Public Realm Improvements will ensure that a high quality seafront environment is established with a variety of leisure and recreation opportunities for those living, working and visiting the town.</p> <p>These projects will create and maximise opportunities to use Burnham’s seafront as a real asset.</p> <p>3. Princess Theatre Community Enhancements will ensure that the theatre can offer a modern community facility and performance space to increase use by residents and HPC workers within the town and across a wider catchment area and</p>

Impact / Need / Issue	Evidence: Data / Studies / Research / Strategies / Consultation / Anecdotal	Projects relevant and related to addressing impact
<p>and higher levels of deprivation and poor health. Potential negative impact on the quality of life of residents in Burnham. Lower quality of life will contribute negatively to physical <i>and</i> mental health of the resident population.</p>	<p>Policy D31 supports proposals that will help to improve healthy and active lifestyles such as (but not limited to) enhancement of quality and quantity of recreational, sport and leisure facilities and children's play space and access to them. See below.</p> <p>Burnham is a strategic centre of economic importance (Economic Development Strategy 2015, paragraph 4.3.5) and as such requires support to ensure that it remains as such in the long-term.</p> <p>The emerging Neighbourhood Plan's (see https://docs.wixstatic.com/ugd/aef4b2_871c095083b945e5abb6b24f6b67e099.pdf) vision has been developed and endorsed by the community through consultation, with the plan now submitted for Examination. It recognises the need for residents' quality of life to be balanced with the town's retail and leisure offer and that the town needs to offer a balance of uses for the community, business and visitors alike along with an improved public realm. It highlights the need for the town to become a destination worth visiting for the quality of the retail area and walks along an attractive and improved Esplanade, both of which need to be better linked. It sets out the ambition for the Princess Theatre to be the community hub of cultural life and form part of a group of buildings serving the community including the library and learning centre which envelope a new civic / public space. The former job centre is in close proximity. See below for wording of full vision.</p> <p>The emerging Plan also sets out to protect four areas as local green space (Marine Cove, Manor Gardens, Crosses Pen and South Esplanade Lawns) which will support protection and enhancements which increase use subject to proposed uses being appropriate and in line with the criteria set by the policy (Policy CB7). See below.</p> <p>The Princess is a key cultural and social hub. Footfall data indicates that over 8,000 people per month regularly use the building and these range in age from 5 – 90+ years.</p> <p>On top of the Theatrical use, each week sees around 15 different community groups use the building for anything from crafting to rehearsing to counselling and discrete provision for disability or marginalised groups. Our unique position allows full access; our lift means that all users of the building have access to all areas. We are home to 2 Youth Theatres and 3 other Theatre groups that involve all ages. Between them they have over 200 members and perform, between them, 8 different shows to audiences of thousands each year. Other Youth Theatre groups and dance schools rely on the building for their annual performances.</p> <p>Our accessibility brings many charity groups use our facilities for conferences and training</p> <p>The café is provides a social setting for friendship and small meetings. With friendly volunteer staff it is a place where lonely, widowed or people new to the town find friends and where carers</p>	<p>will help retain existing and attract new shows and performers to the town. It will also enable the Theatre to gradually reduce its subsidy from the Town Council by securing a more income resulting from the investment made in its facilities.</p> <p>A modern facility with a quality culture and arts offering will help contribute significantly to achieving community cohesion and integration of a workforce moving into the area from elsewhere.</p> <p>7. Feasibility and Design funding will help to make sure that projects, largely now at the conceptual stage and effectively made "real" through the necessary feasibility and design work which will enable project delivery, both for the seafront and regeneration civic space / hub area at the northern end of the town centre.</p>

Impact / Need / Issue	Evidence: Data / Studies / Research / Strategies / Consultation / Anecdotal	Projects relevant and related to addressing impact
	<p>confidently bring their charges for a drink or light meal. Princess Theatre averages 60 performances a year, amateur and professional – Music, Drama, Ballet, Evenings With, Special Interest, Variety, all alongside the art, trade and craft fairs, arts festivals, social dances, workshops, Kurling, Bingo, Blood Donor sessions, Planning hearings, conferences, wedding receptions, society dinners, parties etc. With two local music venues closing to provide more accommodation, we have become even more important to local social and cultural life. Holiday makers and holiday home owners use and enjoy the building for shows, café, craft events, kurling and bingo; people often phone to see what is planned during their visit. Also, patrons travel from throughout Somerset for weekly craft sessions and shows. Source: Theatre Manager. See below.</p>	

Environmental impacts

Impact / Need / Issue	Evidence: Data / Studies / Research / Strategies / Consultation / Anecdotal	Projects relevant and related to addressing impact
<p>Sea defences (the substantial, but necessary, sea wall) have impaired the view across the Channel. The sea wall itself is devoid of attractive design features, and remains purely functional despite previous attempts to use the wall to display information plaques. HPC is now the main focus. Visitors and residents would appreciate a clearer view over the wall and the wall / footpath / esplanade could also be better utilised as a feature</p>	<p>HPC SPD (see below) https://www.sedgemoor.gov.uk/article/1214/Hinkley-Point-C-Project-Supplementary-Planning-Documents-SPD - para 7.7, p.46</p> <p>Contribution towards achieving the strategic aims of the Hinkley Tourism Strategy: improve visitor experiences, attract and retain customers and increase industry resilience, Hinkley Tourism Strategy 2015-20, p.9</p> <p>The Local Plan's evidence suggests that the strategy for Burnham (and Highbridge) should focus on increasing self-containment, enhancing the service centre role, providing opportunities which reduce social exclusion and deprivation, promote improvements to the public realm, encourage investment and development that support and strengthen the offer as a tourist destination and consolidate and enhance existing local services, facilities and infrastructure (see Policy BH1). Policy BH11 provides the support required, generated from the Local Plan evidence base, to promote higher quality tourism facilities, extend the tourism season, develop all-weather facilities and contribute to an enhanced seaside offer at Burnham. See below.</p> <p>Burnham is a strategic centre of economic importance (Economic Development Strategy 2015, paragraph 4.3.5) and as such requires support to ensure that it remains as such in the long-term.</p>	<p>1. Esplanade Environmental Public Realm Improvements will ensure that a high quality seafront environment is established with a variety of leisure and recreation opportunities for those living, working and visiting the town.</p> <p>These projects will create and maximise opportunities to use Burnham's seafront as a real asset.</p> <p>7. Feasibility and Design funding will help to make sure that projects, largely now at the conceptual stage and effectively made "real" through the necessary feasibility and design work which will enable project delivery, both for the seafront and regeneration civic space / hub area at the northern end of the town centre.</p>

Impact / Need / Issue	Evidence: Data / Studies / Research / Strategies / Consultation / Anecdotal	Projects relevant and related to addressing impact
<p>and asset. The quality of and consistency of street furniture is poor in many locations and there are few activities or facilities to encourage best use of the extensive elongated and largely accessible space from north to south.</p>	<p>The emerging Neighbourhood Plan's (see https://docs.wixstatic.com/ugd/aef4b2_871c095083b945e5abb6b24f6b67e099.pdf) vision has been developed and endorsed by the community through consultation, with the plan now submitted for Examination. It recognises the need for residents' quality of life to be balanced with the town's retail and leisure offer and that the town needs to offer a balance of uses for the community, business and visitors alike along with an improved public realm. It highlights the need for the town to become a destination worth visiting for the quality of the retail area and walks along an attractive and improved Esplanade, both of which need to be better linked. It sets out the ambition for the Princess Theatre to be the community hub of cultural life and form part of a group of buildings serving the community including the library and learning centre which envelope a new civic / public space. The former job centre is in close proximity. See below for wording of full vision.</p> <p>The emerging Plan also sets out to protect four areas as local green space (Marine Cove, Manor Gardens, Crosses Pen and South Esplanade Lawns) which will support protection and enhancements which increase use subject to proposed uses being appropriate and in line with the criteria set by the policy (Policy CB7). See below.</p> <p>The Neighbourhood Plan evidence base document (see pp.26-30, https://docs.wixstatic.com/ugd/aef4b2_45968d841c76429bb6e4a6171bc74eed.pdf) is helpful in setting out the history and direction of travel of proposed and completed environmental improvements to both the seafront and town centre (and wider town area) set out over the last 15 years. This demonstrates that many of the proposed solutions to improve the environment and quality of the seafront have been well thought through and evidenced during successive studies. (See below.)</p>	

Economic impacts

Impact / Need / Issue	Evidence: Data / Studies / Research / Strategies / Consultation / Anecdotal	Projects relevant and related to addressing impact
<p>Lack of high quality opportunities for leisure and recreation compared to other towns leading to comparative lack of contribution to local</p>	<p>Neighbourhood Plan Questionnaire: only 48% of respondents (residents) considered that the seafront area is attractive.</p> <p>The Somerset Tourism Monitoring Survey undertaken by Qa between 2015 and 2017 suggests that, in relation to issues likely to be relevant to Burnham:</p>	<p>1. Esplanade Environmental Public Realm Improvements will ensure that a high quality seafront environment is established with a variety of leisure and recreation opportunities for those living, working and visiting the town.</p>

Impact / Need / Issue	Evidence: Data / Studies / Research / Strategies / Consultation / Anecdotal	Projects relevant and related to addressing impact
<p>economy by HPC workers. It is vital that Burnham is able to compete with the other seaside destinations in Somerset that have already benefitted from government funding, CCF and grants from the CIM fund so that it can attract visitors and really start performing as a destination with a high quality offer, increasing visitor spend, stay and numbers. The community needs to see more money spent in the town through increased footfall and this could come from a revitalisation of the sea front, retail outlets, indoor (wet weather) attractions and small scale community office space for start-up businesses. The opportunity presented by HPC development needs to be maximised if Burnham is to see benefits made and retained in the town.</p>	<ul style="list-style-type: none"> • Visitor satisfaction and experience - despite being given a prompted list of potential issues that might have spoilt their visit most (two thirds) said nothing had done so. Amongst those who did, traffic congestion, and bad weather were the biggest gripes, with no other individual issue standing out. • Do you provide visitors with ideas and recommendations when the weather is poor? <ul style="list-style-type: none"> - the importance versus performance findings show for many of the factors visitors deem as important, the actual experiences are being rated positively (but there is still scope to increase ratings to a higher proportion saying 'very good'). - amongst those who said a factor was important, most rated the actual experience very highly (e.g. 95% said beautiful unspoilt countryside was important to them when visiting Somerset, with almost all of these (98%) who said it was important rating the actual reality as good. <u>The areas to address appear to be 'beaches & seaside resorts' with 86% of those who said it was important rating the experiences as good, TICs (86%) and in clear last place 'Wi-Fi or mobile phone coverage when out and about' (56%).</u> <p>The emerging Neighbourhood Plan's (see https://docs.wixstatic.com/ugd/aef4b2_871c095083b945e5abb6b24f6b67e099.pdf) vision has been developed and endorsed by the community through consultation, with the plan now submitted for Examination. It recognises the need for residents' quality of life to be balanced with the town's retail and leisure offer and that the town needs to offer a balance of uses for the community, business and visitors alike along with an improved public realm. It highlights the need for the town to become a destination worth visiting for the quality of the retail area and walks along an attractive and improved Esplanade, both of which need to be better linked. It sets out the ambition for the Princess Theatre to be the community hub of cultural life and form part of a group of buildings serving the community including the library and learning centre which envelope a new civic / public space. The former job centre is in close proximity. See below for wording of full vision.</p> <p>The Plan also sets out a policy (Policy CB6) for the regeneration of both the Learning Centre and the formation of a new town square. The policy include a requirement for a development brief to be drawn-up to inform the nature of the area in terms of use of space, traffic management, public realm, design and landscaping and so on. It suggests that the redeveloped building should have mixed uses on the upper floors and active ground floor uses. See below.</p> <p>The emerging Plan also sets out to protect four areas as local green space (Marine Cove, Manor Gardens, Crosses Pen and South Esplanade Lawns) which will support protection and enhancements which increase use subject to proposed uses being appropriate and in line with the criteria set by the policy (Policy CB7). See below.</p>	<p>These projects will create and maximise opportunities to use Burnham's seafront as a real asset.</p> <p>2. Community and Small Business Hub (former job centre) could provide a community space and facility with town centre "facing" mixed use and office space for small and start-up businesses. It will be central to and a catalyst for the regeneration of a public civic square at the northern end of the town centre. Ground floor space could be used by a combination of flexible community space and a heritage centre or indoor soft play area, subject to viability.</p> <p>3. Princess Theatre Community Enhancements will ensure that the theatre can offer a modern community facility and performance space to increase use by residents and HPC workers within the town and across a wider catchment area and will help retain existing and attract new shows and performers to the town. It will also enable the Theatre to gradually reduce its subsidy from the Town Council by securing a more income resulting from the investment made in its facilities.</p> <p>These projects will see increased activity along the seafront and in the town helping to enhance and sustain the local economy. They will help to regenerate the town and foster economic growth both directly and indirectly helping to create sustainable jobs and safeguard existing jobs. These projects could also help to extend the current length of the tourism / visitor season.</p> <p>7. Feasibility and Design funding will help to make sure that projects, largely now at the conceptual</p>

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	<p>SDC Priorities Plan https://www.sedgemoor.gov.uk/media/1551/Priorities-Plan-Refresh/pdf/Priority_Plan_Refresh_-_final_28-02-17_for_website , p.24 “Rest of the District” and “Future Schemes”, p.20 priorities list</p> <p>HPC SPD (see below) https://www.sedgemoor.gov.uk/article/1214/Hinkley-Point-C-Project-Supplementary-Planning-Documents-SPD - para 6.56, p.40 and Box 18, pp.41-42</p> <p>Contribution towards achieving the strategic aims of the Hinkley Tourism Strategy: improve visitor experiences, attract and retain customers and increase industry resilience, Hinkley Tourism Strategy 2015-20, p.9</p> <p>Burnham data suggests (in 2011) that it had the highest proportion of residents without education qualifications when compared to the other neighbourhood plan areas in the district and the highest % of long-term unemployed across the same set of areas. See below. LGA report on basic data for neighbourhood plan areas.</p> <p>The Local Plan’s evidence suggests that the strategy for Burnham (and Highbridge) should focus on increasing self-containment, enhancing the service centre role, providing opportunities which reduce social exclusion and deprivation, promote improvements to the public realm, encourage investment and development that support and strengthen the offer as a tourist destination and consolidate and enhance existing local services, facilities and infrastructure (see Policy BH1). Policy BH11 provides the support required, generated from the Local Plan evidence base, to promote higher quality tourism facilities, extend the tourism season, develop all-weather facilities and contribute to an enhanced seaside offer at Burnham. See below.</p> <p>Burnham is a strategic centre of economic importance (Economic Development Strategy 2015, paragraph 4.3.5) and as such requires support to ensure that it remains as such in the long-term. Evidence suggests (through the Economic Development Strategy, paragraphs 3.18 and 3.19) that “Burnham-on-Sea is Sedgemoor’s second most important service centre, with a significant accumulation of both the retail and professional / finance sector within the town providing a hub for the District’s coastal communities. It also acts as a focus for the tourism and leisure sector within the District, with the seafront and esplanade attracting thousands of visitors each year. Despite its strengths however, Burnham’s economy has been subject to a range of growing pressures over the past 20 years. Always subject to seasonal variations, recent years have also seen a gradual reduction in summer time trade, reflecting both changes within the tourism sector in the UK; a need to refresh the basic offer within the town; and stronger offers in neighbouring settlements (notably Weston). When combined with wider pressures on retail within town centres, Burnham has faced a convergence of economic issues which has the potential to undermine its long term sustainability.” As a result, one of the Strategy’s objectives is to “Seek to enhance Burnham-on-Sea as a destination</p>	<p>stage and effectively made “real” through the necessary feasibility and design work which will enable project delivery, both for the seafront and regeneration civic space / hub area at the northern end of the town centre.</p>

Impact / Need / Issue	Evidence: Data / Studies / Research / Strategies / Consultation / Anecdotal	Projects relevant and related to addressing impact
	<p>for both visitors and businesses, attracting investment into the town's centre and seafront, as well as wider environs." (Objective 7)</p> <p>The Economic Development SPD (2014) (https://www.sedgemoor.gov.uk/media/1101/Economic-Development-Supplementary-Planning-Document/pdf/ED_SPD_Final_2016_technical_update1) suggests that the Retail Assessment conclusions, that the town centre is a good location for small scale office space above shops in order to help improve lunchtime footfall, will be difficult to achieve (that there are limited opportunities). It suggests that this type of change will require "consolidation and conversion of existing properties to provide suitable modern accommodation." (Annex 1) indicating an opportunity for redundant buildings in the centre to play a role in meeting this need.</p> <p>The Princess is a key cultural and social hub. Footfall data indicates that over 8,000 people per month regularly use the building and these range in age from 5 – 90+ years.</p> <p>On top of the Theatrical use, each week sees around 15 different community groups use the building for anything from crafting to rehearsing to counselling and discrete provision for disability or marginalised groups. Our unique position allows full access; our lift means that all users of the building have access to all areas. We are home to 2 Youth Theatres and 3 other Theatre groups that involve all ages. Between them they have over 200 members and perform, between them, 8 different shows to audiences of thousands each year. Other Youth Theatre groups and dance schools rely on the building for their annual performances.</p> <p>Our accessibility brings many charity groups use our facilities for conferences and training</p> <p>The café is provides a social setting for friendship and small meetings. With friendly volunteer staff it is a place where lonely, widowed or people new to the town find friends and where carers confidently bring their charges for a drink or light meal. Princess Theatre averages 60 performances a year, amateur and professional – Music, Drama, Ballet, Evenings With, Special Interest, Variety, all alongside the art, trade and craft fairs, arts festivals, social dances, workshops, Kurling, Bingo, Blood Donor sessions, Planning hearings, conferences, wedding receptions, society dinners, parties etc.</p> <p>With two local music venues closing to provide more accommodation, we have become even more important to local social and cultural life. Holiday makers and holiday home owners use and enjoy the building for shows, café, craft events, kurling and bingo; people often phone to see what is planned during their visit. Also, patrons travel from throughout Somerset for weekly craft sessions and shows. Source: Theatre Manager. See below.</p>	
<p>Lack of a support package for local businesses to be able to deal with / make the most of the potential impact and benefits of an increase in population and</p>	<p>The Local Plan's evidence suggests that the strategy for Burnham (and Highbridge) should focus on increasing self-containment, enhancing the service centre role, providing opportunities which reduce social exclusion and deprivation, promote improvements to the public realm, encourage investment and development that support and strengthen the offer as a tourist destination and consolidate and enhance existing local services, facilities and infrastructure (see Policy BH1). See below.</p>	<p>4. Business Support will enable local business in the town centre to be better equipped to deal with local economic change. The package will provide free of charge support to independent retail businesses located in the town centre to improve</p>

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supply chain opportunities generated by HPC. This support is also needed because of the Isleport Business Park (Highbridge) being likely to attract businesses needing new high-quality premises, which could impact on the local economy in Burnham.		business practices and better meet market demand.
<p>Vulnerability of tourism sector decline as a result of HPC disruption. Need to mitigate against potential threat both during and after construction period by improving quality of tourism and visitor offer. The rural, seaside community of Burnham relies heavily on tourism, despite a reasonably diverse economy for a seaside town. This sector has been affected by the impacts of the HPC development. These include increased traffic on the M5, which is how most visitors arrive; the perception that the area is hosting a major construction site; pressure on holiday accommodation and migration of workers seeking higher pay. The community is affected</p>	<p>LOCAL IMPACT REPORT, p.231, paras 9.3.1.4-9.3.1.6 and pp.238-240 inc. (section 9.4.3)</p> <p>According to the Burnham Economic Plan using data from 2014, the town "...continues to attract significant numbers of domestic visitors, many of whom are repeat visitors, in the summer. The last year for which SDC has figures for the town is 2014, when South West Research Company recorded 79,000 staying visitor trips and 932,000 day visits. It has all the ingredients expected of a coastal resort such as a pier, donkey rides and cafes as well as the bonus of a lighthouse on legs. The visitor-spend per head is £31.50 (Per visit, spent on shopping, food & drink and attractions/entertainment excluding travel and accommodation). Data shows that in 2014 1,000 jobs were supported by visitor related spend and in that period visitor related spend was £45.2m. The issue faced is that too much money is retained inside holiday parks. The town benefits only slightly. The town is badly adapted to providing for other, more contemporary forms of tourism e.g. water sports, nostalgic staycations, nature enthusiasts, healthy activities and has limited wet weather options." (pp.14-25)</p> <p>The tourism sector in Burnham is key to the local economy. Key facts from the South West Research Company (via SDC) for 2016: 75,000 staying visitor trips, 934,000 day trips, £46.7m direct visitor spend, £47.5m total visitor related spend, 1,050 actual jobs supported by visitor related spend. Figures suggest that there has been a decline in the number of visitors since 2013, particularly in the number of staying visitors, with 86,000 in 2013 and 79,000 in 2014 and as noted above, 75,000 in 2016. While spend has picked up since 2014 to levels similar to 2013, the significant fall in the number of staying visitors is a concerning trend. See below.</p> <p>The Princess is a key cultural and social hub. Footfall data indicates that over 8,000 people per month regularly use the building and these range in age from 5 – 90+ years. On top of the Theatrical use, each week sees around 15 different community groups use the building for anything from crafting to rehearsing to counselling and discrete provision for disability or marginalised groups. Our unique position allows full access; our lift means that all users of the building have access to all areas. We are home to 2 Youth Theatres and 3 other Theatre groups that</p>	<p>1. Esplanade Environmental Public Realm Improvements will ensure that a high quality seafront environment is established with a variety of leisure and recreation opportunities for those living, working and visiting the town.</p> <p>These projects will create and maximise opportunities to use Burnham's seafront as a real asset.</p> <p>3. Princess Theatre Community Enhancements will ensure that the theatre can offer a modern community facility and performance space to increase use by residents and HPC workers within the town and across a wider catchment area and will help retain existing and attract new shows and performers to the town. It will also enable the Theatre to gradually reduce its subsidy from the Town Council by securing a more income resulting from the investment made in its facilities.</p> <p>A modern facility with a quality culture and arts offering will help contribute significantly to achieving community cohesion and integration of a workforce moving into the area from elsewhere.</p> <p>7. Feasibility and Design funding will help to make sure that projects, largely now at the conceptual</p>

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<p>when visitor numbers dip, as they have over the last two years, through reduced revenue and investment. Burnham would like to compensate for this loss by attracting HPC workers and families as visitors, helping to increase visitor stay and spend.</p>	<p>involve all ages. Between them they have over 200 members and perform, between them, 8 different shows to audiences of thousands each year. Other Youth Theatre groups and dance schools rely on the building for their annual performances.</p> <p>Our accessibility brings many charity groups use our facilities for conferences and training</p> <p>The café is provides a social setting for friendship and small meetings. With friendly volunteer staff it is a place where lonely, widowed or people new to the town find friends and where carers confidently bring their charges for a drink or light meal. Princess Theatre averages 60 performances a year, amateur and professional – Music, Drama, Ballet, Evenings With, Special Interest, Variety, all alongside the art, trade and craft fairs, arts festivals, social dances, workshops, Kurling, Bingo, Blood Donor sessions, Planning hearings, conferences, wedding receptions, society dinners, parties etc.</p> <p>With two local music venues closing to provide more accommodation, we have become even more important to local social and cultural life. Holiday makers and holiday home owners use and enjoy the building for shows, café, craft events, kurling and bingo; people often phone to see what is planned during their visit. Also, patrons travel from throughout Somerset for weekly craft sessions and shows. Source: Theatre Manager. See below.</p> <p>Key employment data shows reliance on the tourism sector. Industrial sector sees higher proportions of workers in the wholesale and retail and accommodations and food service sectors than Sedgemoor and England. The same is true of numbers in part-time employment. See census data below.</p> <p>It is understood that EDF has had to apply for the lorry cap to be raised and this is an unforeseen impact (which is what mitigation is meant to cover). The majority of construction traffic uses the M5 or A38. Much more aggregate than was anticipated has come from Cheddar via road and this will have had an impact on Burnham. In the first three months of 2018, 4,400 deliveries came from Cheddar which is higher than anticipated and will have had an impact on traffic flows past and through Burnham. Source: SDC</p> <p>Contribution towards achieving the strategic aims of the Hinkley Tourism Strategy: improve visitor experiences, attract and retain customers and increase industry resilience, Hinkley Tourism Strategy 2015-20, p.9</p> <p>The Local Plan’s evidence suggests that the strategy for Burnham (and Highbridge) should focus on increasing self-containment, enhancing the service centre role, providing opportunities which reduce social exclusion and deprivation, promote improvements to the public realm, encourage investment and development that support and strengthen the offer as a tourist destination and consolidate and enhance existing local services, facilities and infrastructure (see Policy BH1). Policy BH11 provides the support required, generated from the Local Plan evidence base, to promote higher quality</p>	<p>stage and effectively made “real” through the necessary feasibility and design work which will enable project delivery, both for the seafront and regeneration civic space / hub area at the northern end of the town centre.</p>

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	<p>tourism facilities, extend the tourism season, develop all-weather facilities and contribute to an enhanced seaside offer at Burnham. See below.</p> <p>Burnham is a strategic centre of economic importance (Economic Development Strategy 2015, paragraph 4.3.5) and as such requires support to ensure that it remains as such in the long-term. Evidence suggests (through the Economic Development Strategy, paragraphs 3.18 and 3.19) that “Burnham-on-Sea is Sedgemoor’s second most important service centre, with a significant accumulation of both the retail and professional / finance sector within the town providing a hub for the District’s coastal communities. It also acts as a focus for the tourism and leisure sector within the District, with the seafront and esplanade attracting thousands of visitors each year. Despite its strengths however, Burnham’s economy has been subject to a range of growing pressures over the past 20 years. Always subject to seasonal variations, recent years have also seen a gradual reduction in summer time trade, reflecting both changes within the tourism sector in the UK; a need to refresh the basic offer within the town; and stronger offers in neighbouring settlements (notably Weston). When combined with wider pressures on retail within town centres, Burnham has faced a convergence of economic issues which has the potential to undermine its long term sustainability.” As a result, one of the Strategy’s objectives is to “Seek to enhance Burnham-on-Sea as a destination for both visitors and businesses, attracting investment into the town’s centre and seafront, as well as wider environs.” (Objective 7)</p>	
<p>Lack of a high quality environment / outdoor “offer” in Burnham could mean that businesses locate elsewhere, even at the local level. For example, because of the Isleport Business Park (Highbridge) being likely to attract businesses needing new high-quality premises, which could impact on the local economy in Burnham.</p>	<p>The Local Plan’s evidence suggests that the strategy for Burnham (and Highbridge) should focus on increasing self-containment, enhancing the service centre role, providing opportunities which reduce social exclusion and deprivation, promote improvements to the public realm, encourage investment and development that support and strengthen the offer as a tourist destination and consolidate and enhance existing local services, facilities and infrastructure (see Policy BH1). See below.</p> <p>Local Plan paragraphs 5.85 and 5.86 and Policy BH5 supports employment space provision in the town centre. See below.</p> <p>The emerging Neighbourhood Plan’s (see https://docs.wixstatic.com/ugd/aef4b2_871c095083b945e5abb6b24f6b67e099.pdf) vision has been developed and endorsed by the community through consultation, with the plan now submitted for Examination. It recognises the need for residents’ quality of life to be balanced with the town’s retail and leisure offer and that the town needs to offer a balance of uses for the community, business and visitors alike along with an improved public realm. It highlights the need for the town to become a destination worth visiting for the quality of the retail area and walks along an attractive and improved Esplanade, both of which need to be better linked. It sets out the ambition for the Princess Theatre to be the community hub of cultural life and form part of a group of buildings serving the</p>	<p>1. Esplanade Environmental Public Realm Improvements will ensure that a high quality seafront environment is established with a variety of leisure and recreation opportunities for those living, working and visiting the town.</p> <p>These projects will create and maximise opportunities to use Burnham’s seafront as a real asset.</p> <p>7. Feasibility and Design funding will help to make sure that projects, largely now at the conceptual stage and effectively made “real” through the necessary feasibility and design work which will enable project delivery, both for the seafront and regeneration civic space / hub area at the northern end of the town centre.</p>

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<p>Longer term impact of the post-HPC construction period when workers involved in construction leave the area, thus having a negative impact on the economy</p>	<p>community including the library and learning centre which envelope a new civic / public space. The former job centre is in close proximity. See below for wording of full vision.</p>	
	<p>The Local Plan's evidence suggests that the strategy for Burnham (and Highbridge) should focus on increasing self-containment, enhancing the service centre role, providing opportunities which reduce social exclusion and deprivation, promote improvements to the public realm, encourage investment and development that support and strengthen the offer as a tourist destination and consolidate and enhance existing local services, facilities and infrastructure (see Policy BH1). See below.</p> <p>The emerging Plan also sets out to protect four areas as local green space (Marine Cove, Manor Gardens, Crosses Pen and South Esplanade Lawns) which will support protection and enhancements which increase use subject to proposed uses being appropriate and in line with the criteria set by the policy (Policy CB7). See below.</p> <p>Burnham is a strategic centre of economic importance (Economic Development Strategy 2015, paragraph 4.3.5) and as such requires support to ensure that it remains as such in the long-term. Evidence suggests (through the Economic Development Strategy, paragraphs 3.18 and 3.19) that "Burnham-on-Sea is Sedgemoor's second most important service centre, with a significant accumulation of both the retail and professional / finance sector within the town providing a hub for the District's coastal communities. It also acts as a focus for the tourism and leisure sector within the District, with the seafront and esplanade attracting thousands of visitors each year. Despite its strengths however, Burnham's economy has been subject to a range of growing pressures over the past 20 years. Always subject to seasonal variations, recent years have also seen a gradual reduction in summer time trade, reflecting both changes within the tourism sector in the UK; a need to refresh the basic offer within the town; and stronger offers in neighbouring settlements (notably Weston). When combined with wider pressures on retail within town centres, Burnham has faced a convergence of economic issues which has the potential to undermine its long term sustainability." As a result, one of the Strategy's objectives is to "Seek to enhance Burnham-on-Sea as a destination for both visitors and businesses, attracting investment into the town's centre and seafront, as well as wider environs." (Objective 7)</p> <p>The Princess is a key cultural and social hub. Footfall data indicates that over 8,000 people per month regularly use the building and these range in age from 5 – 90+ years.</p> <p>On top of the Theatrical use, each week sees around 15 different community groups use the building for anything from crafting to rehearsing to counselling and discrete provision for disability or marginalised groups. Our unique position allows full access; our lift means that all users of the building have access to all areas. We are home to 2 Youth Theatres and 3 other Theatre groups that involve all ages. Between them they have over 200 members and perform, between them, 8 different</p>	<p>1. Esplanade Environmental Public Realm Improvements will ensure that a high quality seafront environment is established with a variety of leisure and recreation opportunities for those living, working and visiting the town. These projects will create and maximise opportunities to use Burnham's seafront as a real asset.</p> <p>2. Community and Small Business Hub (former job centre) could provide a community space and facility with town centre "facing" mixed use and office space for small and start-up businesses. It will be central to the regeneration of a public civic square at the northern end of the town centre. Ground floor space could be used by a combination of flexible community space and a heritage centre or indoor soft play area, subject to viability.</p> <p>3. Princess Theatre Community Enhancements will ensure that the theatre can offer a modern community facility and performance space to increase use by residents and HPC workers within the town and across a wider catchment area and will help retain existing and attract new shows and performers to the town. It will also enable the Theatre to gradually reduce its subsidy from the Town Council by securing a more income resulting from the investment made in its facilities.</p> <p>A modern facility with a quality culture and arts offering will help contribute significantly to achieving community cohesion and integration of a workforce moving into the area from elsewhere.</p>

Impact / Need / Issue	Evidence: Data / Studies / Research / Strategies / Consultation / Anecdotal	Projects relevant and related to addressing impact
	<p>shows to audiences of thousands each year. Other Youth Theatre groups and dance schools rely on the building for their annual performances.</p> <p>Our accessibility brings many charity groups use our facilities for conferences and training</p> <p>The café is provides a social setting for friendship and small meetings. With friendly volunteer staff it is a place where lonely, widowed or people new to the town find friends and where carers confidently bring their charges for a drink or light meal. Princess Theatre averages 60 performances a year, amateur and professional – Music, Drama, Ballet, Evenings With, Special Interest, Variety, all alongside the art, trade and craft fairs, arts festivals, social dances, workshops, Kurling, Bingo, Blood Donor sessions, Planning hearings, conferences, wedding receptions, society dinners, parties etc.</p> <p>With two local music venues closing to provide more accommodation, we have become even more important to local social and cultural life. Holiday makers and holiday home owners use and enjoy the building for shows, café, craft events, kurling and bingo; people often phone to see what is planned during their visit. Also, patrons travel from throughout Somerset for weekly craft sessions and shows. Source: Theatre Manager. See below.</p>	<p>These projects will help to enhance the quality of offer to visitors and businesses, helping the economy remain sustainable in the longer term and minimising the negative “drop-off” which could be an issue after HPC construction. They will therefore leave a lasting legacy for the town and its residents.</p> <p>7. Feasibility and Design funding will help to make sure that projects, largely now at the conceptual stage and effectively made “real” through the necessary feasibility and design work which will enable project delivery, both for the seafront and regeneration civic space / hub area at the northern end of the town centre.</p>
<p>Local venues which could host music and events have closed. For example, the loss of the Clarence Hotel to accommodation solely for HPC workers has meant that a key venue hosting music and other events has been lost. This places additional pressure on the Princess Theatre as now the only venue of its type in the town.</p> <p>However, it is also an opportunity which can be realised with the right investment. While the theatre is doing well, without improvements to modernise the facility (its internal configuration makes its uses and</p>	<p>Contribution towards achieving the strategic aims of the Hinkley Tourism Strategy: improve visitor experiences, attract and retain customers and increase industry resilience, Hinkley Tourism Strategy 2015-20, p.9</p> <p>The Local Plan’s evidence suggests that the strategy for Burnham (and Highbridge) should focus on increasing self-containment, enhancing the service centre role, providing opportunities which reduce social exclusion and deprivation, promote improvements to the public realm, encourage investment and development that support and strengthen the offer as a tourist destination and consolidate and enhance existing local services, facilities and infrastructure (see Policy BH1). Policy BH11 provides the support required, generated from the Local Plan evidence base, to promote higher quality tourism facilities, extend the tourism season, develop all-weather facilities and contribute to an enhanced seaside offer at Burnham. See below.</p> <p>Burnham is a strategic centre of economic importance (Economic Development Strategy 2015, paragraph 4.3.5) and as such requires support to ensure that it remains as such in the long-term. Evidence suggests (through the Economic Development Strategy, paragraphs 3.18 and 3.19) that “Burnham-on-Sea is Sedgemoor’s second most important service centre, with a significant accumulation of both the retail and professional / finance sector within the town providing a hub for the District’s coastal communities. It also acts as a focus for the tourism and leisure sector within the District, with the seafront and esplanade attracting thousands of visitors each year. Despite its strengths however, Burnham’s economy has been subject to a range of growing pressures over the past 20 years. Always subject to seasonal variations, recent years have also seen a gradual reduction</p>	<p>3. Princess Theatre Community Enhancements will ensure that the theatre can offer a modern community facility and performance space to increase use by residents and HPC workers within the town and across a wider catchment area and will help retain existing and attract new shows and performers to the town. It will also enable the Theatre to gradually reduce its subsidy from the Town Council by securing a more income resulting from the investment made in its facilities.</p> <p>This project will help to mitigate against potential loss of the last music, events and arts venue in the town of its type.</p>

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<p>adaptability limited), the town could see further music, events and arts performers choose to go elsewhere outside the town (and even district). This could impact significantly on the town's economy, put at risk local employment at and businesses supplying the theatre and could also mean the loss of a venue which provides the opportunity for bringing people together, both residents, visitors and economic migrants (such as HPC workers).</p>	<p>in summer time trade, reflecting both changes within the tourism sector in the UK; a need to refresh the basic offer within the town; and stronger offers in neighbouring settlements (notably Weston). When combined with wider pressures on retail within town centres, Burnham has faced a convergence of economic issues which has the potential to undermine its long term sustainability." As a result, one of the Strategy's objectives is to "Seek to enhance Burnham-on-Sea as a destination for both visitors and businesses, attracting investment into the town's centre and seafront, as well as wider environs." (Objective 7)</p> <p>The emerging Neighbourhood Plan's (see https://docs.wixstatic.com/ugd/ae4b2_871c095083b945e5abb6b24f6b67e099.pdf) vision has been developed and endorsed by the community through consultation, with the plan now submitted for Examination. It recognises the need for residents' quality of life to be balanced with the town's retail and leisure offer and that the town needs to offer a balance of uses for the community, business and visitors alike along with an improved public realm. It highlights the need for the town to become a destination worth visiting for the quality of the retail area and walks along an attractive and improved Esplanade, both of which need to be better linked. It sets out the ambition for the Princess Theatre to be the community hub of cultural life and form part of a group of buildings serving the community including the library and learning centre which envelope a new civic / public space. The former job centre is in close proximity. See below for wording of full vision.</p> <p>The Princess is a key cultural and social hub. Footfall data indicates that over 8,000 people per month regularly use the building and these range in age from 5 – 90+ years.</p> <p>On top of the Theatrical use, each week sees around 15 different community groups use the building for anything from crafting to rehearsing to counselling and discrete provision for disability or marginalised groups. Our unique position allows full access; our lift means that all users of the building have access to all areas. We are home to 2 Youth Theatres and 3 other Theatre groups that involve all ages. Between them they have over 200 members and perform, between them, 8 different shows to audiences of thousands each year. Other Youth Theatre groups and dance schools rely on the building for their annual performances.</p> <p>Our accessibility brings many charity groups use our facilities for conferences and training</p> <p>The café is provides a social setting for friendship and small meetings. With friendly volunteer staff it is a place where lonely, widowed or people new to the town find friends and where carers confidently bring their charges for a drink or light meal. Princess Theatre averages 60 performances a year, amateur and professional – Music, Drama, Ballet, Evenings With, Special Interest, Variety, all alongside the art, trade and craft fairs, arts festivals, social dances, workshops, Kurling, Bingo, Blood Donor sessions, Planning hearings, conferences, wedding receptions, society dinners, parties etc.</p> <p>With two local music venues closing to provide more accommodation, we have become even more important to local social and cultural life. Holiday makers and holiday home owners use and enjoy the building for shows, café, craft events, kurling and bingo; people often phone to see what is</p>	

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<p>Burnham-on-Sea has seen a reduction of footfall in the town centre. This will be caused by a number of factors but changing shopping habits by residents and the changing tourist season and length of break since the recession will be key factors. With the incoming workforce for the HPC development, there are opportunities to gain from the additional potential spend in the local area. However, Burnham-on-Sea is at risk from not maximising opportunities if the offer from retail, leisure and accommodation is not of high quality to make people choose to spend their money in the town, rather than outside. Local businesses are bearing the brunt of the changing economy. To combat this negative impact, the town needs to make best use of opportunity presented by HPC and ensure that more visitors come to the town and then return for a second trip or holiday, by</p>	<p>planned during their visit. Also, patrons travel from throughout Somerset for weekly craft sessions and shows. Source: Theatre Manager. See below.</p> <p>Footfall data suggests that footfall is down to -4.4% in the year to date compared to 2017. This compares well against south west figures of -4.9%, the UK at -5.5% and the Coastal Towns High Street Index of -6.3% (source: Springboard, via Alex Turco), although combined with an increasing vacancy rate (see below), suggests that improvements to the quality of the environment and attractiveness of Burnham as a destination is likely to help counter-act these figures and prevent them from becoming “the norm”.</p> <p>The Burnham Economic Plan suggests that there were 214 businesses in the town centre in 2016. Vacancy rates data suggests that Burnham has historically seen low vacancy rates compared to other locations. However, recent data suggests that since 2015 the trend has been for a steady increase in vacancy rates of ground floor units from 5.1% in January 2016 to 10.7% in January 2018. The pattern nationally is for a relatively level trend of around 9% - 10% and across the south west of around 7% - 9%. Current rates for the UK are 8.9% and for the south west, lower, at 7.6% (January 2018) (Source: Springboard, via Alex Turco).</p> <p>Contribution towards achieving the strategic aims of the Hinkley Tourism Strategy: improve visitor experiences, attract and retain customers and increase industry resilience, Hinkley Tourism Strategy 2015-20, p.9</p> <p>Leaving first time visitors with a positive impression is particularly important – borne out by Visit Somerset / Hinkley Tourism Action Partnership / Somerset Visiting Monitoring Services – data suggests that 56%-59% of visitors across Somerset from outside the county rely on their previous experience when choosing where to visit. See http://www.visitsomerset.co.uk/dbimgs/Visitor%20Survey%202017.pdf slide 28.</p> <p>Local Plan (strategic priority 6, para 5.68 and Policy BH1) suggests Burnham’s situation re vacancy rates is more positive than Bridgwater’s but does recognise that the main town centre is reliant on independent shops which means there is a high level of churn. Recent data suggests much higher proportion of town centre units being occupied by independent businesses in Burnham (82.4%) which compares favourably with the UK average of 42.9% and the south west of 44.7%. While this is good in terms of customer choice and vitality (as long as those businesses represent a good cross-section of business types and retailers), long-term viability could be said to be less vulnerable if there is less dependency on independent traders which are naturally subject to greater risk of change and churn than larger businesses and retailers. This is illustrated to a degree through Neighbourhood Plan questionnaire respondents, only 32% of whom suggested that shops were “good” or “excellent” with 53% suggesting that there is a wide variety of shops.</p>	<p>1. Esplanade Environmental Public Realm Improvements will ensure that a high quality seafront environment is established with a variety of leisure and recreation opportunities for those living, working and visiting the town.</p> <p>These projects will create and maximise opportunities to use Burnham’s seafront as a real asset.</p> <p>2. Community and Small Business Hub (former job centre) could provide a community space and facility with town centre “facing” mixed use and office space for small and start-up businesses. It will be central to and a catalyst for the regeneration of a public civic square at the northern end of the town centre. Ground floor space could be used by a combination of flexible community space and a heritage centre or indoor soft play area, subject to viability.</p> <p>3. Princess Theatre Community Enhancements will ensure that the theatre can offer a modern community facility and performance space to increase use by residents and HPC workers within the town and across a wider catchment area and will help retain existing and attract new shows and performers to the town. It will also enable the Theatre to gradually reduce its subsidy from the Town Council by securing a more income resulting from the investment made in its facilities.</p> <p>A modern facility with a quality culture and arts offering will help contribute significantly to achieving community cohesion and integration of a workforce moving into the area from elsewhere.</p>

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<p>improving the quality of the town's overall offer. This need extends to the night-time / evening economy.</p>	<p>The Local Plan's evidence suggests that the strategy for Burnham (and Highbridge) should focus on increasing self-containment, enhancing the service centre role, providing opportunities which reduce social exclusion and deprivation, promote improvements to the public realm, encourage investment and development that support and strengthen the offer as a tourist destination and consolidate and enhance existing local services, facilities and infrastructure. Policy BH11 provides the support required, generated from the Local Plan evidence base, to promote higher quality tourism facilities, extend the tourism season, develop all-weather facilities and contribute to an enhanced seaside offer at Burnham. See below.</p> <p>Sedgemoor Retail Assessment is dated (based largely on pre-recession data) but illustrates a number of good points about Burnham's retail position. See below. Sedgemoor Retail Assessment, 2009, pp.46-48 https://www.sedgemoor.gov.uk/1270 . It's thriving independent sector is at risk from churn and recent vacancy rates suggest this risk is increasing, damaging the local economy and in turn the quality of offer to visitors and residents. Improving footfall through quality improvements to the town's overall "offer" will help not exacerbate the leakage of shoppers to other centres. Recommendation 9 of Retail Assessment suggests that public realm improvements and provision for office accommodation in the town centre are key to maintain a well-performing centre. This is likely to remain the case.</p> <p>Burnham is a strategic centre of economic importance (Economic Development Strategy 2015, paragraph 4.3.5) and as such requires support to ensure that it remains as such in the long-term. Evidence suggests (through the Economic Development Strategy, paragraphs 3.18 and 3.19) that "Burnham-on-Sea is Sedgemoor's second most important service centre, with a significant accumulation of both the retail and professional / finance sector within the town providing a hub for the District's coastal communities. It also acts as a focus for the tourism and leisure sector within the District, with the seafront and esplanade attracting thousands of visitors each year. Despite its strengths however, Burnham's economy has been subject to a range of growing pressures over the past 20 years. Always subject to seasonal variations, recent years have also seen a gradual reduction in summer time trade, reflecting both changes within the tourism sector in the UK; a need to refresh the basic offer within the town; and stronger offers in neighbouring settlements (notably Weston). When combined with wider pressures on retail within town centres, Burnham has faced a convergence of economic issues which has the potential to undermine its long term sustainability." As a result, one of the Strategy's objectives is to "Seek to enhance Burnham-on-Sea as a destination for both visitors and businesses, attracting investment into the town's centre and seafront, as well as wider environs." (Objective 7)</p> <p>The emerging Neighbourhood Plan's (see https://docs.wixstatic.com/ugd/aef4b2_871c095083b945e5abb6b24f6b67e099.pdf) vision has been</p>	<p>7. Feasibility and Design funding will help to make sure that projects, largely now at the conceptual stage and effectively made "real" through the necessary feasibility and design work which will enable project delivery, both for the seafront and regeneration civic space / hub area at the northern end of the town centre.</p>

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	<p>developed and endorsed by the community through consultation, with the plan now submitted for Examination. It recognises the need for residents' quality of life to be balanced with the town's retail and leisure offer and that the town needs to offer a balance of uses for the community, business and visitors alike along with an improved public realm. It highlights the need for the town to become a destination worth visiting for the quality of the retail area and walks along an attractive and improved Esplanade, both of which need to be better linked. It sets out the ambition for the Princess Theatre to be the community hub of cultural life and form part of a group of buildings serving the community including the library and learning centre which envelope a new civic / public space. The former job centre is in close proximity. See below for wording of full vision.</p> <p>The Princess is a key cultural and social hub. Footfall data indicates that over 8,000 people per month regularly use the building and these range in age from 5 – 90+ years.</p> <p>On top of the Theatrical use, each week sees around 15 different community groups use the building for anything from crafting to rehearsing to counselling and discrete provision for disability or marginalised groups. Our unique position allows full access; our lift means that all users of the building have access to all areas. We are home to 2 Youth Theatres and 3 other Theatre groups that involve all ages. Between them they have over 200 members and perform, between them, 8 different shows to audiences of thousands each year. Other Youth Theatre groups and dance schools rely on the building for their annual performances.</p> <p>Our accessibility brings many charity groups use our facilities for conferences and training</p> <p>The café is provides a social setting for friendship and small meetings. With friendly volunteer staff it is a place where lonely, widowed or people new to the town find friends and where carers confidently bring their charges for a drink or light meal. Princess Theatre averages 60 performances a year, amateur and professional – Music, Drama, Ballet, Evenings With, Special Interest, Variety, all alongside the art, trade and craft fairs, arts festivals, social dances, workshops, Kurling, Bingo, Blood Donor sessions, Planning hearings, conferences, wedding receptions, society dinners, parties etc.</p> <p>With two local music venues closing to provide more accommodation, we have become even more important to local social and cultural life. Holiday makers and holiday home owners use and enjoy the building for shows, café, craft events, kurling and bingo; people often phone to see what is planned during their visit. Also, patrons travel from throughout Somerset for weekly craft sessions and shows. Source: Theatre Manager. See below.</p>	
<p>The danger of losing out to other nearby settlements, economically, is particularly acute when other nearby towns are either more naturally benefitting from the</p>	<p>Contribution towards achieving the strategic aims of the Hinkley Tourism Strategy: improve visitor experiences, attract and retain customers and increase industry resilience, Hinkley Tourism Strategy 2015-20, p.9</p> <p>Local Plan vision references the need to reduce the threat of out-commuting and the vision for the town to be a place where people want to live, work, invest and visit. See below. p.10</p>	<p>1. Esplanade Environmental Public Realm Improvements will ensure that a high quality seafront environment is established with a variety of leisure and recreation opportunities for those living, working and visiting the town.</p>

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<p>additional economic population due to their size or have previously benefitted from support packages to help improve their quality and now therefore “out-compete” Burnham. This factor is also critical for residents of Burnham – one of the benefits of living in the town is its good location close to other centres and we must not let this advantage turn into a competitive disadvantage, reducing the town to a dormitory to other towns with significant out-commuting for work, leisure and services. Improving quality will help to make Burnham a destination and place where visitors will want to come (and return) and economic migrants and residents will want to spend time and money, supporting a sustainable local economy into the future. This is essential also because of the extent of development that the town will see in the Local Plan period to 2032 (proposed in the emerging Local Plan as around 15% of the district’s total</p>	<p>Emerging Local Plan dwelling numbers, Tables 4.2, 4.3 and Policy S2, Local Plan (Proposed Submission). See below.</p> <p>The Local Plan’s evidence suggests that the strategy for Burnham (and Highbridge) should focus on increasing self-containment, enhancing the service centre role, providing opportunities which reduce social exclusion and deprivation, promote improvements to the public realm, encourage investment and development that support and strengthen the offer as a tourist destination and consolidate and enhance existing local services, facilities and infrastructure (see Policy BH1). Policy BH11 provides the support required, generated from the Local Plan evidence base, to promote higher quality tourism facilities, extend the tourism season, develop all-weather facilities and contribute to an enhanced seaside offer at Burnham. See below.</p> <p>Burnham is a strategic centre of economic importance (Economic Development Strategy 2015, paragraph 4.3.5) and as such requires support to ensure that it remains as such in the long-term. Evidence suggests (through the Economic Development Strategy, paragraphs 3.18 and 3.19) that “Burnham-on-Sea is Sedgemoor’s second most important service centre, with a significant accumulation of both the retail and professional / finance sector within the town providing a hub for the District’s coastal communities. It also acts as a focus for the tourism and leisure sector within the District, with the seafront and esplanade attracting thousands of visitors each year. Despite its strengths however, Burnham’s economy has been subject to a range of growing pressures over the past 20 years. Always subject to seasonal variations, recent years have also seen a gradual reduction in summer time trade, reflecting both changes within the tourism sector in the UK; a need to refresh the basic offer within the town; and stronger offers in neighbouring settlements (notably Weston). When combined with wider pressures on retail within town centres, Burnham has faced a convergence of economic issues which has the potential to undermine its long term sustainability.” As a result, one of the Strategy’s objectives is to “Seek to enhance Burnham-on-Sea as a destination for both visitors and businesses, attracting investment into the town’s centre and seafront, as well as wider environs.” (Objective 7)</p> <p>The emerging Neighbourhood Plan’s (see https://docs.wixstatic.com/ugd/aef4b2_871c095083b945e5abb6b24f6b67e099.pdf) vision has been developed and endorsed by the community through consultation, with the plan now submitted for Examination. It recognises the need for residents’ quality of life to be balanced with the town’s retail and leisure offer and that the town needs to offer a balance of uses for the community, business and visitors alike along with an improved public realm. It highlights the need for the town to become a destination worth visiting for the quality of the retail area and walks along an attractive and improved Esplanade, both of which need to be better linked. It sets out the ambition for the Princess Theatre to be the community hub of cultural life and form part of a group of buildings serving the</p>	<p>These projects will create and maximise opportunities to use Burnham’s seafront as a real asset.</p> <p>2. Community and Small Business Hub (former job centre) could provide a community space and facility with town centre “facing” mixed use and office space for small and start-up businesses. It will be central to and a catalyst for the regeneration of a public civic square at the northern end of the town centre. Ground floor space could be used by a combination of flexible community space and a heritage centre or indoor soft play area, subject to viability.</p> <p>3. Princess Theatre Community Enhancements will ensure that the theatre can offer a modern community facility and performance space to increase use by residents and HPC workers within the town and across a wider catchment area and will help retain existing and attract new shows and performers to the town. It will also enable the Theatre to gradually reduce its subsidy from the Town Council by securing a more income resulting from the investment made in its facilities.</p> <p>A modern facility with a quality culture and arts offering will help contribute significantly to achieving community cohesion and integration of a workforce moving into the area from elsewhere.</p> <p>7. Feasibility and Design funding will help to make sure that projects, largely now at the conceptual stage and effectively made “real” through the necessary feasibility and design work which will enable project delivery, both for the seafront and regeneration civic space / hub area at the northern end of the town centre.</p>

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<p>housing growth, equating to around 2,030 dwellings between 2011 and 2032, residual of around 850 from 2015-2032 after completions and commitments).</p>	<p>community including the library and learning centre which envelope a new civic / public space. The former job centre is in close proximity. See below for wording of full vision.</p> <p>The emerging Plan also sets out to protect four areas as local green space (Marine Cove, Manor Gardens, Crosses Pen and South Esplanade Lawns) which will support protection and enhancements which increase use subject to proposed uses being appropriate and in line with the criteria set by the policy (Policy CB7). See below.</p> <p>The Princess is a key cultural and social hub. Footfall data indicates that over 8,000 people per month regularly use the building and these range in age from 5 – 90+ years.</p> <p>On top of the Theatrical use, each week sees around 15 different community groups use the building for anything from crafting to rehearsing to counselling and discrete provision for disability or marginalised groups. Our unique position allows full access; our lift means that all users of the building have access to all areas. We are home to 2 Youth Theatres and 3 other Theatre groups that involve all ages. Between them they have over 200 members and perform, between them, 8 different shows to audiences of thousands each year. Other Youth Theatre groups and dance schools rely on the building for their annual performances.</p> <p>Our accessibility brings many charity groups use our facilities for conferences and training</p> <p>The café is provides a social setting for friendship and small meetings. With friendly volunteer staff it is a place where lonely, widowed or people new to the town find friends and where carers confidently bring their charges for a drink or light meal.Princess Theatre averages 60 performances a year, amateur and professional – Music, Drama, Ballet, Evenings With, Special Interest, Variety, all alongside the art, trade and craft fairs, arts festivals, social dances, workshops, Kurling, Bingo, Blood Donor sessions, Planning hearings, conferences, wedding receptions, society dinners, parties etc.</p> <p>With two local music venues closing to provide more accommodation, we have become even more important to local social and cultural life. Holiday makers and holiday home owners use and enjoy the building for shows, café, craft events, kurling and bingo; people often phone to see what is planned during their visit. Also, patrons travel from throughout Somerset for weekly craft sessions and shows. Source: Theatre Manager. See below.</p>	
<p>Burnham’s geographic location should also be a positive for attracting visitors. However, despite best efforts to mitigate against delays caused by additional traffic on the highway network, it is likely that journey times to</p>	<p>Traffic impact threat highlighted by Hinkley Tourism Strategy 2015-20, p.8</p> <p>Congestion issues (particularly seasonal) are highlighted by the Local Plan in strategic priority 4 and Policy BH8 which focuses on transport. Policy BH11 provides the support required, generated from the Local Plan evidence base, to promote higher quality tourism facilities, extend the tourism season, develop all-weather facilities and contribute to an enhanced seaside offer at Burnham. See below.</p> <p>It is understood that EDF has had to apply for the lorry cap to be raised and this is an unforeseen impact (which is what mitigation is meant to cover). The majority of construction traffic uses the M5</p>	<p>1. Esplanade Environmental Public Realm Improvements will ensure that a high quality seafront environment is established with a variety of leisure and recreation opportunities for those living, working and visiting the town.</p> <p>These projects will create and maximise opportunities to use Burnham’s seafront as a real asset.</p>

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<p>and from Burnham are likely to be affected by additional HGPC traffic, which in turn may reduce people's propensity to visit, particularly the case for day trippers and short stay visitors. The town needs to have a high quality offer to visitors to help mitigate against the potential negative impact of increased congestion, especially during the main tourism season.</p>	<p>or A38. Much more aggregate than was anticipated has come from Cheddar via road and this will have had an impact on Burnham. In the first three months of 2018, 4,400 deliveries came from Cheddar which is higher than anticipated and will have had an impact on traffic flows past and through Burnham. Source: SDC</p> <p>Burnham is a strategic centre of economic importance (Economic Development Strategy 2015, paragraph 4.3.5) and as such requires support to ensure that it remains as such in the long-term.</p>	<p>7. Feasibility and Design funding will help to make sure that projects, largely now at the conceptual stage and effectively made "real" through the necessary feasibility and design work which will enable project delivery, both for the seafront and regeneration civic space / hub area at the northern end of the town centre.</p>
<p>Despite the potential for medium and larger companies to establish themselves at new employment accommodation, such as Isleport Business Park (which represents both a positive and a negative for Burnham), the town needs to be in a good position to support small and start-up businesses in the town. It is likely that there is currently a lack of high quality small business units or office / desk space to support fledgling businesses in the town. As the HPC development draws in more business from existing businesses across the area and</p>	<p>Somerset Growth Plan para 2.5.1 recognises the need for businesses which may suffer negative impact as a result of HPC construction will need support to deal with challenges. See below.</p> <p>The Local Plan's evidence suggests that the strategy for Burnham (and Highbridge) should focus on increasing self-containment, enhancing the service centre role, providing opportunities which reduce social exclusion and deprivation, promote improvements to the public realm, encourage investment and development that support and strengthen the offer as a tourist destination and consolidate and enhance existing local services, facilities and infrastructure (see Policy BH1). There is also support in Policy BH5 for local employment opportunities and in Policy D16 for employment opportunities in the town centre. See below.</p> <p>Burnham is a strategic centre of economic importance (Economic Development Strategy 2015, paragraph 4.3.5) and as such requires support to ensure that it remains as such in the long-term.</p> <p>The Economic Development SPD (2014) (https://www.sedgemoor.gov.uk/media/1101/Economic-Development-Supplementary-Planning-Dokument/pdf/ED_SPD_Final_2016_technical_update1) suggests that the Retail Assessment conclusions, that the town centre is a good location for small scale office space above shops in order to help improve lunchtime footfall, will be difficult to achieve (that there are limited opportunities). It suggests that this type of change will require "consolidation and conversion of existing properties to provide suitable modern accommodation." (Annex 1) indicating an opportunity for redundant buildings in the centre to play a role in meeting this need.</p>	<p>2. Community and Small Business Hub (former job centre) could provide a community space and facility with town centre "facing" mixed use and office space for small and start-up businesses. It will be central to and a catalyst for the regeneration of a public civic square at the northern end of the town centre. A flexible space within the hub for small and start-up businesses can offer modern and cost-effective accommodation, adaptable to the needs of local businesses and organisations. This flexibility will also enable the facility to adapt to changing times as demand changes for community, third sector and business space. Ground floor space could be used by a combination of flexible community space and a heritage centre or indoor soft play area, subject to viability.</p> <p>7. Feasibility and Design funding will help to make sure that projects, largely now at the conceptual stage and effectively made "real" through the necessary feasibility and design work which will enable project delivery, both for the seafront and</p>

Impact / Need / Issue	Evidence: Data / Studies / Research / Strategies / Consultation / Anecdotal	Projects relevant and related to addressing impact
<p>beyond, there is an opportunity for new small businesses to “back-fill” smaller scale work that might otherwise have been fulfilled by businesses feeding the HPC supply chain.</p>	<p>The emerging Neighbourhood Plan sets out a policy (Policy CB6) for the regeneration of both the Learning Centre and the formation of a new town square. The policy includes a requirement for a development brief to be drawn-up to inform the nature of the area in terms of use of space, traffic management, public realm, design and landscaping and so on. It suggests that the redeveloped building should have mixed uses on the upper floors and active ground floor uses. See below.</p>	<p>regeneration civic space / hub area at the northern end of the town centre.</p>
<p>Potential negative impression of people viewing HPC as a “bad thing”. Coupled with the challenges posed by a changing industry / sector and the need for improvement to the quality of the offer, a focused marketing campaign is required to mitigate impact, attract visitors and maximise the benefits to be felt by Burnham Evolution projects aimed at improving facilities and assets and growing and sustaining the local economy.</p>	<p>Contribution towards achieving the strategic aims of the Hinkley Tourism Strategy: improve visitor experiences, attract and retain customers and increase industry resilience, Hinkley Tourism Strategy 2015-20, p.9.</p> <p>Leaving first time visitors with a positive impression is particularly important – borne out by Visit Somerset / Hinkley Tourism Action Partnership for / Somerset Visiting Monitoring Services – data suggests that 56%-59% of visitors across Somerset from outside the county rely on their previous experience when choosing where to visit. See http://www.visitsomerset.co.uk/dbimsgs/Visitor%20Survey%202017.pdf slide 28.</p> <p>Burnham is a strategic centre of economic importance (Economic Development Strategy 2015, paragraph 4.3.5) and as such requires support to ensure that it remains as such in the long-term. Evidence suggests (through the Economic Development Strategy, paragraphs 3.18 and 3.19) that “Burnham-on-Sea is Sedgemoor’s second most important service centre, with a significant accumulation of both the retail and professional / finance sector within the town providing a hub for the District’s coastal communities. It also acts as a focus for the tourism and leisure sector within the District, with the seafront and esplanade attracting thousands of visitors each year. Despite its strengths however, Burnham’s economy has been subject to a range of growing pressures over the past 20 years. Always subject to seasonal variations, recent years have also seen a gradual reduction in summer time trade, reflecting both changes within the tourism sector in the UK; a need to refresh the basic offer within the town; and stronger offers in neighbouring settlements (notably Weston). When combined with wider pressures on retail within town centres, Burnham has faced a convergence of economic issues which has the potential to undermine its long term sustainability.” As a result, one of the Strategy’s objectives is to “Seek to enhance Burnham-on-Sea as a destination for both visitors and businesses, attracting investment into the town’s centre and seafront, as well as wider environs.” (Objective 7)</p> <p>The emerging Neighbourhood Plan’s (see https://docs.wixstatic.com/ugd/aef4b2_871c095083b945e5abb6b24f6b67e099.pdf) vision has been developed and endorsed by the community through consultation, with the plan now submitted for</p>	<p>6. Destination Marketing funding will ensure that a profile for the town as a destination is built, attracting a target visitor type or types and that legacy is put in place so that first time visitors are attracted and repeat visitors created so that investments made into the town’s improvements are maximised.</p>

Impact / Need / Issue	Evidence: Data / Studies / Research / Strategies / Consultation / Anecdotal	Projects relevant and related to addressing impact
	<p>Examination. It recognises the need for residents' quality of life to be balanced with the town's retail and leisure offer and that the town needs to offer a balance of uses for the community, business and visitors alike along with an improved public realm. It highlights the need for the town to become a destination worth visiting for the quality of the retail area and walks along an attractive and improved Esplanade, both of which need to be better linked. It sets out the ambition for the Princess Theatre to be the community hub of cultural life and form part of a group of buildings serving the community including the library and learning centre which envelope a new civic / public space. The former job centre is in close proximity. See below for wording of full vision.</p>	
<p>Poor physical connectivity and way-marking between the seafront and the town centre means that those visiting the seafront area as a destination are unlikely to venture into the town centre, reducing footfall and reducing visitors' contribution to the local economy. Better connecting places and spaces will also mean better connecting people and business and will help to encourage visitors staying at holiday parks to access the town.</p>	<p>Neighbourhood Plan Questionnaire: 67% considered that the links between the Esplanade and town centre were good. However, while this is reasonably good proportion of those who responded, visitor response could be different. On assessment of the seafront area, signage and way findings from the seafront to the town centre is poor.</p> <p>The emerging Neighbourhood Plan's (see https://docs.wixstatic.com/ugd/ae4b2_871c095083b945e5abb6b24f6b67e099.pdf) vision has been developed and endorsed by the community through consultation, with the plan now submitted for Examination. It recognises the need for residents' quality of life to be balanced with the town's retail and leisure offer and that the town needs to offer a balance of uses for the community, business and visitors alike along with an improved public realm. It highlights the need for the town to become a destination worth visiting for the quality of the retail area and walks along an attractive and improved Esplanade, both of which need to be better linked. It sets out the ambition for the Princess Theatre to be the community hub of cultural life and form part of a group of buildings serving the community including the library and learning centre which envelope a new civic / public space. The former job centre is in close proximity. See below for wording of full vision.</p> <p>The Burnham Economic Plan highlighted from its research that connectivity and pedestrian flow between High Street / Victoria Street and the Esplanade is poor (p.30).</p> <p>The Local Plan's evidence suggests that the strategy for Burnham (and Highbridge) should focus on increasing self-containment, enhancing the service centre role, providing opportunities which reduce social exclusion and deprivation, promote improvements to the public realm, encourage investment and development that support and strengthen the offer as a tourist destination and consolidate and enhance existing local services, facilities and infrastructure (see Policy BH1). Policy BH8 supports proposals that improve pedestrian linkages between the town centre and seafront. Policy BH11 provides the support required, generated from the Local Plan evidence base, to promote higher quality tourism facilities, extend the tourism season, develop all-weather facilities and contribute to an enhanced seaside offer at Burnham. See below.</p>	<p>1. Esplanade Environmental Public Realm Improvements will ensure that a high quality seafront environment is established with a variety of leisure and recreation opportunities for those living, working and visiting the town.</p> <p>These projects will create and maximise opportunities to use Burnham's seafront as a real asset.</p> <p>7. Feasibility and Design funding will help to make sure that projects, largely now at the conceptual stage and effectively made "real" through the necessary feasibility and design work which will enable project delivery, both for the seafront and regeneration civic space / hub area at the northern end of the town centre.</p>

Impact / Need / Issue	Evidence: Data / Studies / Research / Strategies / Consultation / Anecdotal	Projects relevant and related to addressing impact
	<p>Burnham is a strategic centre of economic importance (Economic Development Strategy 2015, paragraph 4.3.5) and as such requires support to ensure that it remains as such in the long-term. Evidence suggests (through the Economic Development Strategy, paragraphs 3.18 and 3.19) that “Burnham-on-Sea is Sedgemoor’s second most important service centre, with a significant accumulation of both the retail and professional / finance sector within the town providing a hub for the District’s coastal communities. It also acts as a focus for the tourism and leisure sector within the District, with the seafront and esplanade attracting thousands of visitors each year. Despite its strengths however, Burnham’s economy has been subject to a range of growing pressures over the past 20 years. Always subject to seasonal variations, recent years have also seen a gradual reduction in summer time trade, reflecting both changes within the tourism sector in the UK; a need to refresh the basic offer within the town; and stronger offers in neighbouring settlements (notably Weston). When combined with wider pressures on retail within town centres, Burnham has faced a convergence of economic issues which has the potential to undermine its long term sustainability.” As a result, one of the Strategy’s objectives is to “Seek to enhance Burnham-on-Sea as a destination for both visitors and businesses, attracting investment into the town’s centre and seafront, as well as wider environs.” (Objective 7)</p>	
<p>Lack of programme and effective delivery caused by a lack of paid support to implement the funding and projects.</p>	<p>The level of funding and number of projects will need support from a dedicated officer to run the delivery programme, reducing risk and increasing successful outcomes within proposed timescales and budget. Neither the Town Council or SDC has the capacity to provide full-time support and the Town Centre Manager post no longer exists.</p>	<p>5. Project Officer (Implementing Burnham Evolution)</p>

Sources of Evidence and Extracts of Text used in the above appraisal

Hinkley Point C Supplementary Planning Document (HPC SPD)

6.56 In Sedgemoor, the northern coastline extending from Brean to Burnham-on-Sea is the main driver of the tourism offer, attracting almost a quarter of the total number of visitors to Somerset⁹ (*latest comparable data for all Somerset Districts*). This coastal offer is complemented by a more niche short break offer to Cheddar, the Mendips Area of Outstanding Natural Beauty (AONB), the Quantocks AONB and the Somerset Levels and Moors.

7.7 Some of these rural settlements are of historic interest, for instance the village of Stogursey is designated as a conservation area. The villages of Stogursey, Nether Stowey and the town of Minehead are designated as Outstanding Heritage Settlements. The development is also likely to be a prominent feature within views from the Quantock Hills Area of Outstanding Natural Beauty (AONB), Mendip AONB, Glastonbury Tor and coastal views as the bay curves towards Burnham-on-Sea to the north and Exmoor to the west.

Box 18

Approach to Protecting and Contributing to the Tourism Economy

The Councils consider it to be of fundamental importance that the tourism economy and highly valued tranquillity of the Councils' areas is protected. Further to guidance in NPS EN-1, it is the view of the Councils that a thorough assessment of individual and in-combination effects on the tourism economy should be submitted with a DCO application. This should cover the potential effects of the project that may include increased journey times, disturbance impacts such as noise, negative perceptions of nuclear and impacts upon landscape, Public Rights of Way and take-up of tourism accommodation.

Where adverse impacts cannot be avoided they would need to be balanced through pro-active measures agreed between the HPC project promoter and the relevant Councils to protect and enhance the tourism and leisure offer. These measures could include:

- Maximising the opportunities for the Hinkley Visitor Centre to benefit the wider tourism economy and provide a strategic enhancement to existing attractions, such as Butlins family resort in Minehead and **Burnham**-on-Sea, to maintain their reputation and 'pull' for visitors.
- Production of a visitor management plan for visitor facilities at Hinkley Point that takes account of proposals for complementary facilities at Steart.
- Strategic improvements to and maintenance of the public rights of way network, which provide links between attractions and points of interest, to mitigate and compensate for cumulative obstruction, disturbance and highway safety impacts (including the planned temporary closure of the West Somerset Coast Path, which will form part of the proposed England Coast Path).
- Landscape schemes to take account of the wider site context, the potential to screen development, reduce flood risk, protect the integrity of European Natura 2000 sites and opportunities to enhance biodiversity. This should, where appropriate, include contributions to the delivery of the Sedgemoor Green Infrastructure Strategy.

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Hinkley Point C Supplementary Planning Document – October 2011

- Destination marketing, promotional initiatives and tourism information, including increased marketing and signage to encourage leisure or community events in the local area and support additional interpretation facilities for the area around Hinkley Point, at AONB's and Exmoor National Park.
- Supporting and enabling the West Somerset Railway and Severn Ferry Service in providing alternative means of access for tourists and others to West Somerset.
- Education, training and employment support for the tourism sector.
- A Service Level Agreement supporting tourism programme management capacity to develop, implement and monitor initiatives set out above.

Source: HPC SPD

Vulnerability of the tourism sector

- 9.3.1.4 As mentioned above, there is a greater concentration of employment in Tourism related sectors in the area local to HPC than nationally, particularly in West Somerset and locales around Burnham and Highbridge in Sedgemoor. However, this sector is potentially very vulnerable to decline as a consequence of any disruption caused. According to EDFE data (Environmental Statement Table 9.23, p.64), employment in Tourism Related Sectors declined by 145 jobs or 1% over the period 2001 to 2008. Over the same period, total employment in West Somerset, Sedgemoor and Taunton Deane increased by 9,800 or 10%. The importance of Tourism Related Sectors to the local economy declined from more than 11% of total employment to just over 10% over this period.
- 9.3.1.5 The 2009/10 Somerset Visitor Survey indicates that Somerset has a loyal visitor market (around 9 out of 10 interviewees were on a repeat visit) and the importance of the day visit market was apparent. This is also borne out by the 2008 Value of Tourism Report – which states that the county receives around 14 million day visits (and 2.4 million staying visits) per year. Day visits account for 60% of the direct visitor expenditure and therefore actual or perceived transport congestion that could dissuade the day visitor from making journeys is an important impact.
- 9.3.1.6 As discussed above, there is natural variation in visitor spend in Somerset year-on-year. Many visitors are day visitors and a significant number are regular visitors to Somerset. If HPC has a significant impact on these parts of the market, they may take some time to recover i.e. even longer than the ten year proposed construction process. Existing customers could go elsewhere, and new tourism customers or markets may need to be attracted and stimulated. Therefore the impact of HPC on the tourism sector could be significant on a vulnerable sector, and it could last longer than the ten year construction period.

Joint-working by EDFE and the Local Authorities on Tourism

- 9.3.1.7 The potential impact of the HPC project on the tourism sector was identified at the outset of the consultation process and it is highlighted in the Overarching National Policy Statement for Energy (EN-1). As a result of joint-working processes with EDFE through the Socio-Economic Task Group, two main tourism-related research tasks have been carried out.
- 9.3.1.8 Firstly, a Tourism Opportunities and Impacts Workshop was held in January 2011. This was attended by representatives of EDFE, the Local Authorities and industry stakeholders. Key points raised during the workshop, set out in the conclusions of the Record of Proceedings (January 2011), include:
- In general a positive “let’s all work together” attitude was expressed by all attendees.

9.4.3 Cumulative impacts

9.4.3.1

Beyond the individual factors discussed above, the construction of HPC (including the site preparation works) could, through a combination of perceived impacts and actual reported incidents or experiences, damage the brand image of Somerset – i.e. countryside, tranquillity, scenery, relaxing etc. This could result in displacement of visitors to other locations, with the following resulting impacts:

- Reductions of visitor spend in the immediate local tourism economy such as accommodation and attractions, including in related sectors such as food and drink and creative sector, and impact on activity such as Somerset Arts Weeks, the Exmoor Food Festival and other festivals (e.g. the iconic Glastonbury Festival – this year the site was littered with Stop Hinkley signs)
- Reductions in demand for visitors in centres in close proximity (as the crow flies) such as Burnham on Sea and Highbridge due to visual impact and concerns about impacts on the quality of the holiday experience including concerns about safety and the use of family holiday accommodation by contractors.
- Cumulative effects of power station plus highly visible associated development sites (e.g. M5 Junction 24 and Combwich freight

storage facility) reducing the attractiveness of the rural environment for visitors.

9.4.3.2

The South West Research Company carried out the tourism visitor survey in the summer of 2011 commissioned by EDFE and the local authorities. This has identified the impact of the change in behaviour of those visitors who were not previously aware of the HPC project and who have said that they will change their behaviour as a consequence of the construction and operation of HPC. These impacts have been modelled to estimate the impact on the whole tourism sector:

Impact	Scale
UK single trip staying visitors not visiting	-88,000
UK multiple trip staying visitors not visiting	-1,700
Overseas single trip visitors not staying	-13,000
Single trip day visitors not visiting	-604,000
Multiple trip day visitors not visiting	-6,300

- 9.4.3.3 The above figures equate to the following total and economic impacts:

Impact	Total change
Total staying trips	-102,000
Total staying nights	-403,000
Total day visits	-611,000
Total visitor spend	-£47,000,000
Total jobs	-1,360

- 9.4.3.4 Under such estimates, the impact of the project is stark for both the host districts and the county more widely more widely. The construction of HPC will lead to the loss of £47 million of visitor spend per year, with an estimated loss of 2,000 jobs that are dependent on this tourism spend. This amounts to 5% of the total business turnover in the tourism sector and 5% of the total employment in the tourism sector. Given the importance of the sector for parts of Sedgemoor and West Somerset in particular, such an outcome for local communities and businesses would clearly be disastrous.

- 9.4.3.5 It is also important to note that the impacts of the loss of visitors and visitor spend would not be limited to the immediate proximity of the site, but felt throughout the County. The modelled survey results show the following impacts in each District in Somerset:

Area of impact	Total change
Somerset	-£47,100,000
Mendip	-£12,600,000

Sedgemoor	-£14,100,000
South Somerset	-£6,200,000
Taunton Deane	-£7,200,000
West Somerset	-£7,000,000

- 9.4.3.6 In the Environmental Statement (para 9.6.51) EDFE claims that the Public Information Centre will attract 250,000 visitors to West Somerset per year and that this constitutes an impact of major beneficial significance. The figures above show however that the construction of HPC could lead to the loss of more than 600,000 visitors which means a negative impact of major significance. The concern for local authorities and their communities is that such issues have yet to be considered.
- 9.4.3.7 In the Economic Strategy (para 5.6.20) EDFE raises concerns about the validity of these results. However, EDFE jointly commissioned this piece of work with the local authorities and only raised concerns when the scale of the potential negative impact was known. EDFE has not produced any counter-evidence to suggest that the impact will be any less than this value. Despite any concerns that EDFE may raise about the reliability of the data, this is the only evidence that relates to this particular situation.

9.4.3.8 Beyond the individual impact types identified above (visual impact, traffic congestion, noise etc.), it would be through a combination of perceived impacts and actual reported incidents or experiences that the construction project is likely to damage the brand image of Somerset and Exmoor – i.e. countryside, tranquillity, scenery, relaxing etc. This would result in displacement of visitors to other locations, potentially out of the County and the South West, with the result that there is a reduction in visitor spend in the local tourism economy such as accommodation and attractions, including in related sectors such as food and drink.

28.2.1.8 **Impact on Other Communities:** The LIR has identified the principal impacts on the quality of life of residents within the communities above, although the Council's recognise that there will be similar impacts within other communities within the administrative areas of West Somerset and Sedgemoor and beyond, including:

- Burton, Cockwood, Stolford, Steart, Stockland Bristol, Lilstock, Kilton, Strington, Cannington Holford and Kilve,
- Nether Stowey and other communities along the A39
- Watchet and Minehead
- Burnham and Highbridge

28.2.1.9 For all the communities identified above the Councils have concluded that the mitigation proposed by the applicant is insufficient to address the residual and cumulative negative impacts of the project and therefore a CIM fund is necessary to address the residual and cumulative negative impacts identified.

Source: HPC LOCAL IMPACT REPORT

Hinkley Tourism Strategy

Vision

Somerset and Exmoor will have a strong tourism industry that has successfully capitalised on opportunities from the development of Hinkley Point C, leaving a legacy of one of the best managed visitor experiences in the country and with businesses that are dynamic, resilient and working in partnership to compete at the highest level.

Strategic Aim 1 – Improve visitor experiences

Improve experiences for business and leisure visitors, during the development of Hinkley Point C by working in partnership with information centres and communities to create a visitor management legacy; that fosters positive perceptions, informs the travel journey, supports businesses and understands visitor movements.

Priorities

1. Fostering positive perception and awareness
2. Creating a welcoming and informed travel experience
3. Monitoring impacts on visitors and businesses

Strategic Aim 2 – Attract and retain customers

Attract and retain business & leisure visitors, taking advantage of opportunities to grow existing markets and new market segments by evolving vibrant visitor products and experiences, which will be promoted through targeted marketing campaigns, increasing use of digital tools and strategic partnerships.

Priorities

4. Evolving new products for changing customer needs
5. Capitalising on digital trends and partnerships
6. Evidence based targeted marketing campaigns

Strategic Aim 3 – Increase industry resilience

Increase industry resilience and competitiveness by focusing on encouraging higher value growth and quality, support for industry bodies in championing the area nationally, innovative funding partnerships, business support and locally led network activity that maximises opportunities.

Priorities

7. Building long term capacity of industry
8. Encouraging higher value sustainable growth
9. Supporting local distinctiveness and action

Key Success Indicators by 2020

Indicators will be measured over 6 years in line with the strategy, with the first milestone results due in 2016. They have been devised based on an assessment of currently available tourism data to the end of 2013, and anticipated economic and market trends.

- To increase staying trips by domestic and overseas markets by 10%
- To increase spend from all visitors by 2% annually
- To increase day visits by 9%
- To increase website traffic to Visit Somerset and Visit Exmoor by 20%
- To achieve and maintain a 95% satisfaction rate with the overall visitor experience

Source: p.9, Hinkley Tourism Strategy, 2015-20, https://www.westsomersetonline.gov.uk/getattachment/Tourism---Leisure/Tourism/Hinkley-Tourism-Strategy/2015-20_Hinkley-Tourism-Strategy.pdf.aspx

2.5.1 Businesses and productivity

Productivity and competitiveness are relatively low in Somerset, and there is an opportunity to improve these in all sectors through investment in a range of supporting factors such as skills, infrastructure and business support. There is also potential to promote growth in high productivity sectors, particularly those with competitive advantage, such as low carbon energy and aerospace. These align with some of the world leading sectors identified in the Industrial Strategy Green Paper which will benefit from sector deals.

Somerset has some large sectors such as Food & Drink and Health & Care (which is largely driven by an increase in demand from an ageing population), and there is scope to increase productivity in these and other parts of the economy as well as the high productivity sectors discussed above. Overall, productivity will be driven up by a combination of these two approaches. This will be particularly important after the construction of Hinkley Point C has been completed. In the meantime those businesses with the potential to engage in the Hinkley Point supply chain will need support to enable them to do this, and other businesses which may suffer negative impacts from the construction of Hinkley Point C will need support to deal with them.

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Hinkley Point C is a massive opportunity for business growth in Somerset, but may displace workers from other parts of the economy. Support is needed for business development associated with Hinkley Point, but also support to mitigate negative impacts on other parts of the economy.

Somerset is a predominantly small business economy, although it has some large companies that contribute significantly to the economy. Encouraging SMEs to collaborate and work in networks will enable them to learn from each other and work together to access opportunities that they could not access on their own.

Source: Somerset Growth Plan, 2017-30, pp.9-10,

file:///C:/Users/Stuart_2/Downloads/Somerset%20Growth%20Plan%202017-2030%20Technical%20Document.pdf

Sedgemoor Local Plan, (Proposed Submission)

Strategic Priority 4

LIVING SUSTAINABLY: To Promote Safe and Sustainable Transport Options and Manage Congestion

Key Challenge : Traffic congestion including the capacity of motorway junctions and additional pressures placed on the road system by future development

The District suffers from specific areas of traffic congestion, particularly in the towns. Bridgwater has issues in respect of peak traffic on all major routes into the town on a daily basis. In addition seasonal congestion is an issue for Burnham-on-Sea/Highbridge and there are local capacity issues on many local roads in the rural areas. The Local Plan will need to address these issues with policies that minimise the adverse impacts of traffic, promote more sustainable alternatives than the car and ensure new development is focused in accessible locations.

Source: Sedgemoor Local Plan, (Proposed Submission), p.13

Strategic Priority 6

ENSURING ECONOMIC WELLBEING: To strengthen the retail competitiveness of the town

centres whilst broadening their appeal as places to shop, work, live and visit **Key Challenge :** Relatively poor retail offer of the District's town centres

Sedgemoor suffers from retail leakage from its town centres to other larger centres including Bristol, Taunton and Weston, nevertheless, the towns of Bridgwater and Burnham-on-Sea do provide a range of smaller footprint retail outlets. In Bridgwater there are new stores at edge-of-centre locations, but the number of retail businesses in the town centre has declined and vacancy rates are above the national average and as a consequence the town centre image has been affected by the decline of some shopping streets. In Burnham-on-Sea by contrast, the

situation is somewhat more positive in terms of vacancy rates though the main core shopping area is heavily reliant on independent shops which, although bringing variety, does mean a significantly high level of churn. The Local Plan will need to address these issues through policies that: maintain and improve the vitality and viability of centres; protect retail cores; support complementary town centre uses and encourage public realm enhancements that improve the overall experience of those visiting as well as providing opportunities to meet new retail and leisure floorspace demands.

Source: Sedgemoor Local Plan, (Proposed Submission), pp.13-14

5.68 The retail function of the town has retracted in recent years and there are a relatively high number of vacant units in this area. Market Street remains the main retail area but there is a need for new investment and regeneration and this ambition is reflected in the focus of the emerging Neighbourhood Plan and it is likely that elements of this can be included within the Local Plan review in due course.

Source: Sedgemoor Local Plan, (Proposed Submission), p.56

Policy BH 1

Objectives

Development proposals in Burnham & Highbridge will be expected to demonstrate how they contribute to meeting the following place making objectives:

- Increasing self-containment by reducing the need to travel;
- Enhancing the service centre role of the towns and their relationship to the wider rural hinterland;
- Providing development opportunities that meet the needs of the local community including addressing known areas of deprivation and social exclusion;
- Promoting regeneration of the built environment and improvements to the public realm;

Place-making Policies 5

- Encouraging investment and complementary development opportunities that support and strengthen the area's role as a significant tourist destination; and
- Consolidating and enhancing existing local services, facilities and infrastructure including education, open space and other social infrastructure.

Source: Sedgemoor Local Plan, (Proposed Submission), pp.56-57

Employment

5.85 Previous suggestions for an office cluster at Burnham-on-Sea in the Core Strategy have largely been superseded by alternative development proposals but clearly encouragement for further employment uses within the town will be supported. Wider town centre initiatives are likely to support the creation of further jobs in the service sector and the existing approach of supporting and encouraging town centre employment opportunities will continue.

5.86 However, it is likely that the majority of new jobs will be provided for at Highbridge within the proposed extensions to Isleport Business Park and large scale inward investment will continue to be supported. The Council has adopted Supplementary Planning Guidance for the Isleport Extension in 2016 and the Local Plan therefore treats this as a commitment.

Policy BH 5

Employment

Employment proposals that encourage local employment opportunities, promote higher skilled jobs and/or allow for existing businesses to expand will be supported.

Source: Sedgemoor Local Plan, (Proposed Submission), p.60

Extract from Policy D16

Taking into account operational requirements and deliverability, proposals for office uses at Bridgwater, Burnham-on-Sea and Highbridge should be located in accordance with the following locational priorities:

- Firstly, in the existing town centres or on land already committed for this purpose;
- Secondly, where no suitable sites are available in the centres, then edge of centre; and
- Finally, out of centre.

Source: Sedgemoor Local Plan, (Proposed Submission), p.131

Policy BH 8

Transport

Proposals that reduce local congestion and contribute to local traffic management by managing parking and providing opportunities for cycling, walking, increased public transport or emerging transport technologies both within and between Burnham, Highbridge, Brean, Berrow and the wider countryside will be supported.

The following specific schemes will be prioritised subject to available funding;

- Proposals that improve pedestrian linkages between Burnham town centre and the sea front
- Enhancement and improving the accessibility and use of Highbridge railway station
- Proposals for additional car parking within or adjacent to Highbridge railway station
- Provision of a new footpath/cycle path crossing the river Brue linking Brue Farm and Market Street
- Improvements identified in the strategic transport plan at Edithmead roundabout/J.22 of the M5

Development proposals that would prejudice the future implementation of these transport priorities will not be supported.

Source: Sedgemoor Local Plan, (Proposed Submission), p.62

Tourism

5.98 Widening and increasing the quality of Burnham's tourism offer and providing opportunities to extend the tourist season to all year round is fundamental to improving the local economy, not just by increasing tourist spend but also in securing investment in the physical fabric of the town. To do this, the Local Plan supports proposals that improve the tourism offer overall, including the provision of new all-weather facilities and a wide range of holiday accommodation.

5.99 The coastal area at Brean and Berrow is an important element of Burnham's seaside offer. The Council's Strategic Flood Risk Assessment identifies the Brean area as being at high risk from flooding and recommends that the continued development of caravan and camping within this location will need to be carefully considered in terms of long-term sustainability, of which flood risk management will be a key issue. The long term strategy for dealing with the flood risk of the area is still emerging as part of ongoing work on the North Devon and Somerset Shoreline Management Plan (SMP), in addition to ongoing discussions between the Council and the Environment Agency. The SMP proposes further studies by 2020 to identify and appraise all long term sustainable options for managing flood and coastal erosion risk in this area.

5.100 Given the continued uncertainties of a long-term strategy, the Local Plan takes a precautionary approach and seeks to balance the need to manage the flood risk whilst allowing for appropriate or necessary further investment into existing sites. Facilitating the upgrading and remodelling of existing sites within or adjacent to their current boundaries in recognition of the importance they play in the local tourist economy and the continuing need to enhance facilities and the visual appearance of the area will be supported subject to satisfying the requirements of the sequential and exception tests set out in Policy D1: Managing Flood Risk. To aid the interpretation of the sequential test, a tourism boundary is included that will form the appropriate area of search for this test. Please refer to Policy D18: Tourism and the Policies Map for further details.

5.101 Occupants of tourism accommodation contribute to the cumulative recreational impacts on protected habitats and species in Sedgemoor. Tourism developments will need to provide accessible natural greenspace to mitigate those impacts, in line with the requirements of Policy D32.

Policy BH 11

Tourism

Tourism proposals that promote a higher quality tourist experience will be supported. This will include extending the tourism season, providing new all-weather facilities, delivering a range of good quality holiday accommodation and contributing to an enhanced seaside offer at Burnham.

Within the Brean and Berrow Tourism Boundary, proposals for improved holiday accommodation and associated tourist development will be supported within or adjacent to existing sites where they meet the requirements of Policy D1: Managing Flood Risk and D18: Tourism.

Source: Sedgemoor Local Plan, (Proposed Submission), p.64

Table 4.2 Additional Homes in District 2011-2032

Category Settlement		% of Housing Growth (Approx.)	No. Of Homes (2011-2032)
Principal Town: Bridgwater		60	8,118
Market Towns: Burnham-on-Sea & Highbridge		15	2,030
Tier 1	Cheddar	5	662
	North Petherton	2	285
Tier 2		6	816
Tier 3		7	947
Tier 4		3	396
Tier 5 and Countryside*		2	276
Total		100	13,530
* A small amount of development is assumed in Countryside and Tier 5 settlements in line with monitoring. This takes into account development already completed or committed.			

4.15 In planning for housing land supply, new homes completed since 2011 (the start of the plan period) and land already committed for housing (with planning consent or under construction) needs to be taken into account. The resultant residual requirement is outlined below by settlement category and identifies a land supply requirement for approximately a further 6,850 dwellings across the remainder of the plan period.

Table 4.3

Category Settlement		Housing Requirement 2011-2032	Completions 2011-2015	Commitments as of 1st April 2015	Residual Requirement 2015-2032
Principal Town: Bridgwater		8,118	1,523	2,875	3,720
Market Towns: Burnham-on-Sea and Highbridge		2,030	262	918	850
Tier 1	Cheddar	662	126	21	515
	North Petherton	285	23	5	257
Tier 2		816	73	167	576

Source: Sedgemoor Local Plan, (Proposed Submission), p.20

Being Healthy

Health and Social Care

Introduction

7.238 Good mental and physical health is closely linked to factors such as the ability to earn a reasonable wage, good quality housing, education, access to open space, an active lifestyle, healthy food, the provision of cultural and community facilities and easy access to health care facilities. Equally, environmental factors, the design of buildings and places, and the quality and maintenance of the public realm are all recognised as factors which can have significant influences on health. These factors can be influenced through planning policy, although addressing health inequalities also requires a comprehensive approach working with a wide variety of organisations and departments such as health providers, education and housing.

7.239 The NPPF identifies that planning can have positive impacts for healthy communities and that strategies and policies should be developed to improve health and well-being, promote healthy communities and deliver health facilities.

Source: Sedgemoor Local Plan, (Proposed Submission), p.156

Policy D 31

Health and Social Care

Healthy Lifestyles

All development proposals where appropriate should enable healthy and active living. Proposals which enable the following will be supported:

- Walking and cycling;
- Accessibility of green spaces and contributing to enhancing the green infrastructure network;
- Enhancement of the quality and quantity of recreational, sport and leisure facilities and children's play space and access to them.

To facilitate healthy lifestyles, financial contributions from development will be secured via S106 where provision relates to a localised need or as identified through the site allocations in this Local Plan. Otherwise, CIL receipts will be used to deliver strategic provision.

Health Impact Assessments may be requested to support major planning applications.

Health Care Facilities

The Council will work with partners to provide additional, extended or enhanced health care provision to address existing health inequalities. New development that creates a need for additional health care that cannot be met through existing facilities will be expected to meet any identified shortfall.

Development proposals for health care facilities and complementary facilities will be supported where they are at suitable locations within Bridgwater, Burnham on Sea and Highbridge and Tier 1 to 4 settlements, are of high quality and sustainable design, and are accessible by a range of sustainable transport modes.

The loss of existing health infrastructure will be resisted unless sufficient evidence has been submitted to demonstrate that they are no longer required or are obsolete and that suitable replacement provision is being provided or is located nearby.

Source: Sedgemoor Local Plan, (Proposed Submission), p.157

Sedgemoor Town Centres and Retail Study (Retail Assessment)

Sedgemoor Town Centres and Retail Study
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Introduction

- 3.82 Burnham-on-Sea is a popular seaside resort at the mouth of the River Parrett overlooking Bridgwater Bay and the distant Welsh coast. It is a traditional seaside resort with its own distinct character. It is famous for its unique nine-legged wooden lighthouse and also boasts one of the shortest piers in the country.
- 3.83 It is complemented by a seven mile beach, backed by dunes. With one of the highest tidal ranges in the world the sands provide an attractive expanse for activities like kite flying and sand yachting. As well as the beach, surrounding uses include parks and a variety of campsites and holiday parks. The latter contribute to higher seasonal populations experienced in this area.
- 3.84 It has a busy town centre with a mix of high street shops and a range of more traditional outlets. The town centre is mainly linear and runs parallel to the sea front and Esplanade. Out of town provision includes a Tesco, which has permission to expand, and a Lidl.

Retail rankings

- 3.85 Burnham-on-Sea town centre is the second highest rated centre in Sedgemoor in the 2008 index, behind Bridgwater (1st). Burnham-on-Sea's retail ranking remained relatively static over the past 14 years, only dropping 95 places (total of 6,720 centres are assessed) since the mid nineties from 890th to 985th place in the UK index. This ranking makes Burnham-on-Sea comparable with other 'Minor District' centres at Clevedon and Nailsea.

Diversity of uses

- 3.86 Table 2 and Figure 4 of Appendix 1 shows the diversity of uses for Burnham-on-Sea town centre. This is based upon the Goad plan of 2008, which has been updated to reflect any changes observed during site visits in February 2009. The centre contains a total of 154 units, which includes convenience and comparison A1 units, services (A1, A2, A3 and A5 uses) and miscellaneous uses such as employment centres, post offices and vacant units.

Convenience

- 3.87 Convenience uses account for 12 units within the town centre equating to 8 per cent of the number of units, which is marginally below the GB average (9 per cent) for convenience outlets. In terms of floorspace the convenience sector is well represented across the operator types with no one particular type dominating. The town centre contains only one major supermarket (Somerfield at time of survey visit but now understood to be a Morrisons) and a number of independent food retailers including bakers, butchers, greengrocers, and off licences. Gross convenience floorspace as a percentage of all floorspace in Burnham-on-Sea is 15 per cent which is slightly below the GB average of 17 per cent. However some caution has to be applied to these comparisons as the Goad floorspace figures are gross and do not include the likely split between comparison and convenience within the larger supermarkets.

Comparison and services

- 3.88 Despite the centre's close proximity to higher order settlements such as Bridgwater and Weston-Super-Mare, the comparison sector performs well in terms of the percentage of units. It is above the GB average (45 per cent) at 48 per cent. All the Goad sub-categories are represented with the exception of dedicated car accessories outlets.
- 3.89 However, when looking at the comparison shopping sub-categories in detail it appears that Burnham-on-Sea has some levels of representation which both differ from the national average and are unexpected in a town of this size. In terms of higher

representation there appear to be a large number (10 out of 74 comparison units) of units classed as furniture, carpets and textiles. There is also a high representation (12 units) in the 'charity shops, pets and other comparison' category. However it should be noted that this only includes 7 charity shops.

- 3.90 Conversely there is under representation in clothing, especially men's and mixed where there are only 2 stores in the town centre. It is also surprising, given the tourist nature of the town, that there are not more gift and other tourism related shops. However, it maybe that the time of the year of the survey is not conducive to that type of tourism market and that some of the shops may make changes to their ranges during the main tourist season.
- 3.91 There are a total of 56 services units, equivalent to 36 per cent of all units. This is marginally above the GB average of 33 per cent. The evening economy is well served, as expected for a tourist destination with half the units in the service category identified as 'restaurants, cafes, coffee bars, fast food and takeaways'. Interestingly the representation of 'banks & financial services (incl. accountants)' at 13 units out of 56 seems quite high for a centre of this size, but is of benefit to residents and visitors as it provides a wide choice.

Operator demand

- 3.92 FOCUS' town centre reports for retailer requirements show retail operator demand since 2000. During this period, interest in locating in Burnham-on-Sea has been limited with only around 1-8 operators showing an interest each year. At January 2009 four comparison retail operators, Superdrug, The Original Factory Shop, Bon Marche and Pets at Home have expressed an interest in locating in Burnham-on-Sea. We note that during the time of visit that Superdrug has now taken up space on the High Street.
- 3.93 The Original Factory Shop and Bon Marche would help improve the representation of clothing shops in the town, as there is currently a lack of choice for shoppers. Although chemists and pet shops are already represented, interest from national retailers is welcome for a town the size of Burnham-on-Sea.

The retail property offer

- 3.94 The FOCUS listing, as noted above has three national comparison multiples interested in trading in Burnham-on-Sea (excluding the Superdrug). These stores are seeking minimums of 232m² for Bon Marche, 279m² for Pets at Home and 743 m² for The Original Factory Shop. Although there are a small number of vacant units within the town centre the only one is large enough to meet the minimum of the retailer requirements was filled by Superdrug. Even amongst all the occupied units in the town centre only three, including Somerfield and one of the amusement arcades would be able to accommodate The Original Factory Shop store.
- 3.95 The FOCUS listing does not generally indicate the level of interest from independent retailers. In a town such as Burnham-on-Sea, which is dominated by independent traders, there may be latent demand that is not indicated by FOCUS. Consultation with local agents suggests that there are currently limited opportunities for new retailers to locate in Burnham-on-Sea. They have indicated that any demand would have to be met with gradual expansion of the town centre through conversion of existing residential units on the fringe of the town centre.

Prime retail yields

- 3.96 Yield can be considered to be an efficient measure of the confidence of investors in the long term profitability of the town centre for retail (and other commercial) developments. Unfortunately no information is published for Burnham-on-Sea town centre.

Prime Zone A shopping rents

- 3.97 Prime rental data is sourced from the commercial property database FOCUS. Unfortunately, no published rental data is available for Burnham-on-Sea town centre (or any of the smaller centres in Sedgemoor).
- 3.98 Discussions with local agents suggest that rents have steadily increased, although with only limited numbers of properties entering the market it is difficult to ascertain current average prices.

Proportion of vacant street level property

- 3.99 Burnham-on-Sea, at the time of the most recent Goad survey in June 2006, contained 8 vacant units, equivalent to 6 per cent of the total number of units in the centre. This figure was 5 per cent below the current GB average of 11 per cent. Our update in February 2009 found only one additional vacant unit, although they were not necessarily the same units. In the current economic climate this suggests that Burnham-on-Sea is performing extremely well, which is probably down to there being fewer multiples and a vibrant independent sector.

Pedestrian flows and traffic

- 3.100 As part of the on-foot survey we considered the pedestrian flows in the town centre. Burnham-on-Sea was busy either side of the main shopping street and along the seafront, especially around the areas where there are cafes. However the secondary areas and the linkages between the main shopping street and the sea front were noticeably quiet. It should be noted that the survey was conducted during the off season, when Burnham-on-Sea is probably at its quietest.
- 3.101 The linkages between the town centre and the seafront are poor, despite the close proximity. There is little to invite the visitor to travel between the two locations, with no obvious dedicated pedestrian routes. The existing routes are car dominated and seem more like back streets. The town centre environment would benefit from either full or partial pedestrianisation or a reduction in parking and widening of pavements to improve the pedestrian experience.
- 3.102 The traffic emulated the pedestrian flows, with most of the traffic movements seemingly travelling through the town centre and along the seafront. The one way system was confusing, with changes in direction and poor signage. This may prove challenging to the visitor and local alike. Although fairly quiet on the day of the survey, as previously stated this was done during the off-season and that the confusing road layout may lead to congestion during the busier summer period.

State of town centre environmental quality

- 3.103 Burnham-on-Sea is a traditional seaside town and as such benefits from high quality Georgian and Victorian architecture in and around the town centre. Like any town there are some buildings which would benefit from investment but in general the townscape is an attractive attribute. The quality of the buildings and spaces have been recognised through an extension of the Conservation Area to include the wider town centre area.
- 3.104 As previously stated, the centre would benefit from improvements for the pedestrian through wider pavements and improved linkages with the town centre. Currently the car dominates the central area, especially through on-street parking.
- 3.105 The need for improvement has been recognised and a Civic Pride Group set up to guide improvements. The group has appointed a firm of architects to prepare a scheme to improve the streetscape in the centre of the town. The purpose of the scheme is to improve the experience of shoppers in the town centre and so encourage

more shoppers to visit the town and greater retail investment. The group hopes to achieve this by improving signage from outside of the town to edge-of-town centre car parks, providing better pedestrian signage to and within the town centre, and by providing high quality paving, street furniture and lighting to the main shopping streets.

- 3.106 A principal element of the scheme is partial pedestrianisation of High Street south of College Street. Vehicles will not be permitted into High Street between the hours of 10.00 am and 4.00 pm. A flush surface on the roadway will give pedestrians unrestricted use of the road during this time. An exemption will be made south of Adam Street, where access will be allowed for residents only. Funding partners are currently looking at ways of financing the project. Due to the size of the scheme, work will probably take place over several phases.

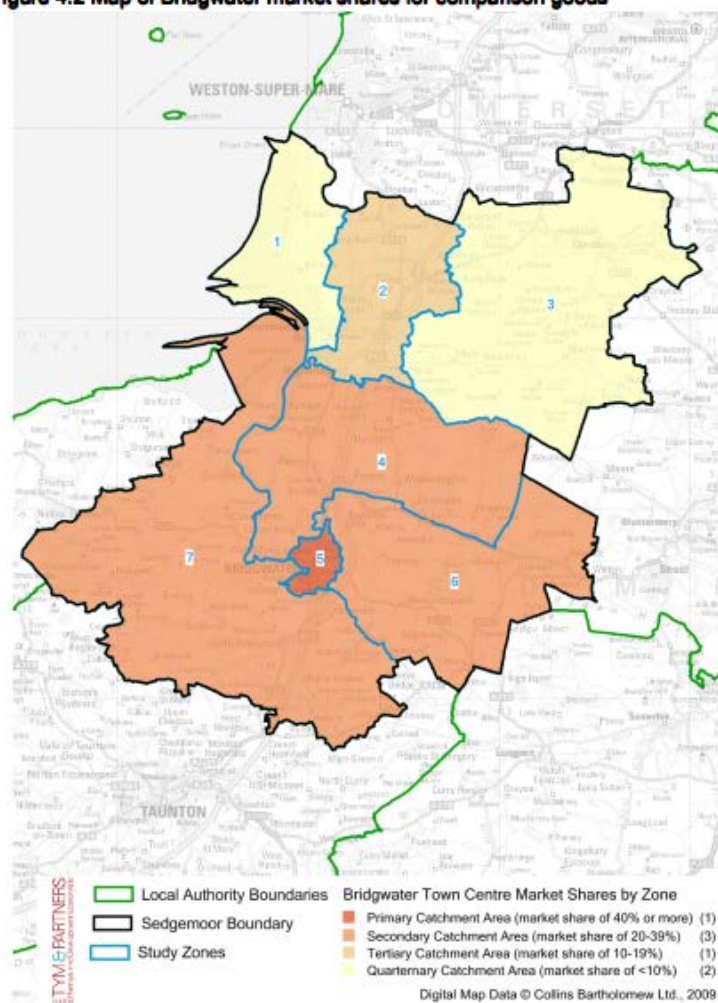
Development opportunities

- 3.107 Development opportunities in Burnham-on-Sea town centre are limited. The only apparent opportunity is small site on the north fringe of the town centre opposite the Post Office at the former Tuckers Garage. This site has been cleared and is being marketed. A range of uses could be incorporated on the site, with a potential for ground floor retail with residential units above.

Summary: Burnham-on-Sea healthcheck

- Burnham-on-Sea benefits from a wide range of independent convenience retailers as well as one town centre supermarket
- Its comparison offer is marginally higher than the national average and whilst it caters well for some products such as furniture/carpet and textiles, it is not as well represented in clothing, household goods and gifts, the latter is particularly surprising given its seaside location
- There is a good range of financial services and eating places and the locations of small offices in the town centre helps to stimulate the lunch time economy, especially in the off-season
- The vacancy rate is very low which may in part be a result of a thriving independent sector and less reliance on national multiples
- Whilst there are a number of good quality buildings, the built environment would benefit from improvement. There is also need to improve traffic and pedestrian flows and reunite the town centre with the sea front.
- Generally Burnham-on-Sea has a vibrant town centre with a good range of shops and services. Improvements to the linkages and the general environment will help maintain its important role for the local and tourist community

Figure 4.2 Map of Bridgwater market shares for comparison goods



Roger Tym & Partners
July 2009

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Sedgemoor Town Centres and Retail Study
Final Report

Burnham-on-Sea

- 4.22 Burnham-on-Sea Town Centre is the sole recipient for comparison goods expenditure within Zone 1 (i.e. no other stores or settlements in Zone 1 receive comparison spending). The town centre attains a small market share of 4 per cent of the overall catchment area, equating to a spend of £15m on comparison goods.
- 4.23 13 per cent of Zone 1's expenditure is retained in Burnham-on-Sea. The town also attracts 15 per cent of Zone 2's (Highbridge) comparison expenditure.
- 4.24 Burnham-on-Sea's local Zone 1 has a low zonal retention rate of 30 per cent – that is, the percentage of the Zone's expenditure which is retained within the study catchment. Of the 58 per cent of leakage to centres and stores outside the study catchment, the majority of spend goes to Weston-Super-Mare (21 per cent), followed by Taunton (9 per cent) and Bristol (7 per cent). A further 12 per cent is attributed to SFT.

Source: Sedgemoor Retail Assessment, 2009, pp.66-67 <https://www.sedgemoor.gov.uk/1270>

Table 4.18 Localised convenience goods retention levels

Study Zone	Main centre/settlement	Localised retention rates (%)
1	Burnham-on-Sea	56%
2	Highbridge	55%
3	Cheddar & Wedmore	34%
4	Puriton (mid-Sedgemoor)	4%
5	Bridgwater	65%
6	Westonzoyland (east of Bridgwater)	7%
7	North Petherton, Nether Stowey	32%

Source: NEMS Household Survey, March 2009.

4.58 Notably, the lowest localised retention rates are for Zones 4 and 6, where there are no supermarket foodstores. The following observations for each study zone are taken from the household survey market shares analysis:

- Zone 1 (Burnham) residents look predominantly to the three main foodstores within their own zone (Tesco, Somerfield and Lidl), however a significant 23 per cent of convenience expenditure is directed to the nearby Asda store at Highbridge
- In a similar fashion, Zone 2 residents (Highbridge) largely use the local Asda store, with only minor patronage of the town centre's Somerfield store (just 8 per cent of Zone 2's expenditure). A further 21 per cent of expenditure flows to Tesco in neighbouring Burnham-on-Sea (Zone 1), as well as 6 per cent to the Burnham-on-Sea Somerfield and 4 per cent to the Burnham-on-Sea Lidl

Source: Sedgemoor Retail Assessment, 2009, p.76 <https://www.sedgemoor.gov.uk/1270>

Table 4.19 Most popular destinations for expenditure on leisure services

Main Destination by Category of Leisure Pursuit								
Survey Zone	Restaurants /Cafes	Bars/ Clubs & Pubs	Cinema	Museums & Art Galleries	Family Entertainment	Health & Fitness	Bingo, Casino & B'maker	Theatre & Concerts
1	Burnham-o-S	Burnham-o-S	Burnham-o-S	Taunton	Burnham-o-S	Burnham-o-S	Bristol	Bristol
2	Burnham-o-S	Burnham-o-S	Burnham-o-S	Taunton	Burnham-o-S	The Clink, Bridgwater	Bristol	Bristol
3	Cheddar	Cheddar	Bristol	Taunton & W-S-M (50-50)	Cheddar	Bristol	Bristol	Bristol
4	Bridgwater	Bridgwater	Taunton	Taunton	Bridgwater	Bridgwater	Bristol	Bristol
5	Bridgwater	Bridgwater	Bridgwater	Taunton	Bridgwater	Bridgwater	Bridgwater	Bristol
6	Bridgwater	Bridgwater	Taunton	Taunton	Bridgwater	Bridgwater	Bristol	Bristol
7	Bridgwater	Bridgwater	Bridgwater	Taunton	Bridgwater	Bridgwater	Bridgwater	Bristol

Source: NEMS Household Survey, March 2009.

Source: Sedgemoor Retail Assessment, 2009, p.78 <https://www.sedgemoor.gov.uk/1270>

Theatres and Music Venues

- 6.41 There are three small scale mixed use venues which are used for theatre productions – the Bridgwater Arts Centre, Bridgwater Town Hall and the Princess Hall in Burnham-on-Sea. Both venues have small auditoriums seating around 200 people, additional facilities include meeting rooms/rehearsal rooms and a bar. The Arts Centre offers a programme of performances including film, music, art and theatre, while the Princess Hall operates on a more ad hoc basis, including hire for private functions and smaller local productions.
- 6.42 Aspirations have been mooted to relocate the Bridgwater Arts Centre to a new purpose built facility, which would provide a larger auditorium space and community facilities. Under the remit of The Centre for Performing Arts Project the proposal has acquired wide support among different stakeholders including the third sector and non-governmental organisations. The project would require capital funding in order to become a feasible prospect.
- 6.43 The household survey revealed that 88 per cent of theatre and concert visits are leaked to areas outside of the catchment, predominantly to Bristol, where there are nine theatres of various sizes all located in and around Bristol's city centre, including the regionally significant Hippodrome and the Bristol Old Vic.
- 6.44 Expenditure on theatre admissions by residents of the study catchment is projected to rise by £0.8m by 2021 to a total of £4.6m. It is felt that the majority of this spend would be absorbed by the existing operators in Bristol, however the current programme of performing arts events in Bridgwater could expect to absorb a little of this expenditure. Should a new centre for performing arts be realised it would be reasonable to assume that some of the leaked expenditure could be 'clawed back'.
- 6.45 There is little in the way of dedicated live music venues within and near to the study area. Residents look primarily to Bristol, which hosts a number of small and medium size venues, including the Carling Academy and Colston Hall. Larger open-air concerts have in the past been held on a temporary basis at Ashton Gate stadium, Queens Square and there is an annual festival at the Ashton Court Estate.
- 6.46 Within Bridgwater, The Palace, located on Penel Orleu is predominantly a nightclub but also hosts live music performances from local and sometimes well know artists. However, The Bridgwater Arts Centre generally provides the majority of the live music offer and while an additional dedicated facility may prove to be successful, aspirations to provide an enhanced mixed use performing arts centre is likely to offer a good balance, whereby the mixed-use space is used for additional live music events.

Source: Sedgemoor Retail Assessment, 2009, p.110 <https://www.sedgemoor.gov.uk/1270>

Recommendation 9 – Burnham-on-Sea

- 7.79 Burnham-on-Sea as previously noted is currently performing well. The existing shopping area should continue to be protected for a range of 'A' uses. Applications to increase the number of A1 units should be encouraged, although care should be taken to ensure office uses remain in the town centre, preferably above retail units to provide year round custom for shops from office staff (the 'lunchtime' trade) and clients.
- 7.80 Modest floorspace increase of a suitable scale and inline with the floorspace requirements previously set out should be supported. The council should also consider the possibility of allocating floorspace as part of a mixed use scheme on one of the few development opportunity sites in Burnham-on-Sea at Tuckers Garage.

Roger Tym & Partners
July 2009

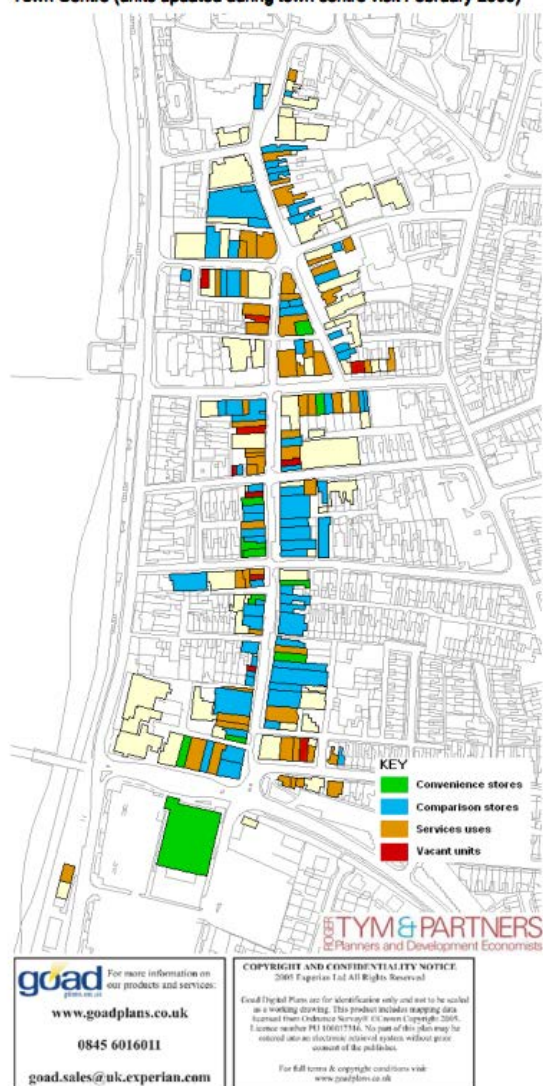
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- 7.81 The work of Civic Pride group has clearly identified a need to improve the public realm and the linkages through the town. Although recent bids for grants to undertake the required improvements have been unsuccessful, the scheme should be persevered and other sources of funding sought.

Source: Sedgemoor Retail Assessment, 2009, pp.125-126 <https://www.sedgemoor.gov.uk/1270>

Figure 3: Location of convenience comparison and vacant units in Burnham-on-Sea Town Centre (units updated during town centre visit February 2009)



Source: Sedgemoor Retail Assessment, 2009, Fig 3, <https://www.sedgemoor.gov.uk/1270>

Table 4: Goad diversity of uses, Burnham-on-Sea (survey date February 2009)

Goad Code	Operator Type	UK Average	No. (Centre)	% (Centre)	Difference to UK Avg	Index (UK 100)
<i>Number (and %) of Convenience Goods Outlets</i>						
G1A	Bakers	1.91%	5	3.25%	1.34%	170
G1B	Butchers	0.73%	1	0.65%	-0.08%	89
G1C	Greengrocers & fishmongers	0.64%	2	1.30%	0.66%	203
G1D	Grocery and frozen foods	2.85%	2	1.30%	-1.55%	46
G1E	Off-licences and home brew	0.67%	1	0.65%	-0.02%	97
G1F	Confectioners, tobacconists, newsagents	2.29%	1	0.65%	-1.64%	28
	TOTAL	9.08%	12	7.79%	-1.29%	86
<i>Number (and %) of Comparison Goods Outlets</i>						
G2A	Footwear & repairs	2.29%	5	3.25%	0.96%	142
G2B	Men's & boys' wear	1.19%	1	0.65%	-0.54%	55
G2C	Women's, girls, children's clothing	5.50%	4	2.60%	-2.90%	47
G2D	Mixed and general clothing	3.39%	1	0.65%	-2.74%	19
G2E	Furniture, carpets & textiles	3.89%	10	6.49%	2.60%	167
G2F	Booksellers, arts/crafts, stationers/copy bureaux	4.08%	7	4.55%	0.47%	111
G2G	Electrical, home entertainment, telephones and video	4.47%	5	3.25%	-1.22%	73
G2H	DIY, hardware & household goods	2.81%	8	5.19%	2.38%	185
G2I	Gifts, china, glass and leather goods	1.63%	4	2.60%	0.97%	159
G2J	Cars, motorcycles & motor accessories	1.29%	0	0.00%	-1.29%	0
G2K	Chemists, toiletries & opticians	3.97%	8	5.19%	1.22%	131
G2L	Variety, department & catalogue showrooms	0.92%	1	0.65%	-0.27%	71
G2M	Florists and gardens	0.99%	2	1.30%	0.31%	131
G2N	Sports, toys, cycles and hobbies	2.34%	4	2.60%	0.26%	111
G2O	Jewellers, clocks & repair	2.32%	2	1.30%	-1.02%	56
G2P	Charity shops, pets and other comparison	3.72%	12	7.79%	4.07%	209
	TOTAL	44.80%	74	48.05%	3.25%	107
<i>Number (and %) of Service Uses</i>						
G3A	Restaurants, cafes, coffee bars, fast food & take-aways	14.50%	23	14.94%	0.44%	103
G3B	Hairdressers, beauty parlours & health centres	7.43%	10	6.49%	-0.94%	87
G3C	Laundries & drycleaners	0.95%	2	1.30%	0.35%	137
G3D	Travel agents	1.54%	1	0.65%	-0.89%	42
G3E	Banks & financial services (incl. accountants)	4.37%	13	8.44%	4.07%	193
G3F	Building societies	0.66%	1	0.65%	-0.01%	98
G3G	Estate agents & auctioneers	3.94%	6	3.90%	-0.04%	99
	TOTAL	33.39%	56	36.36%	2.97%	109
<i>Number (and %) of Miscellaneous Uses</i>						
G4A	Employment, careers, Post Offices and information	1.29%	3	1.95%	0.66%	151
G4B	Vacant units (all categories)	11.44%	9	5.84%	-5.60%	51
	TOTAL	12.73%	12	7.79%	-4.94%	61
	GRAND TOTAL	100.00%	154	100.00%		

Source: Experian, GOAD Plan. Uses updated by RTP February 2009

Source: Sedgemoor Retail Assessment, 2009, Table 4, <https://www.sedgemoor.gov.uk/1270>

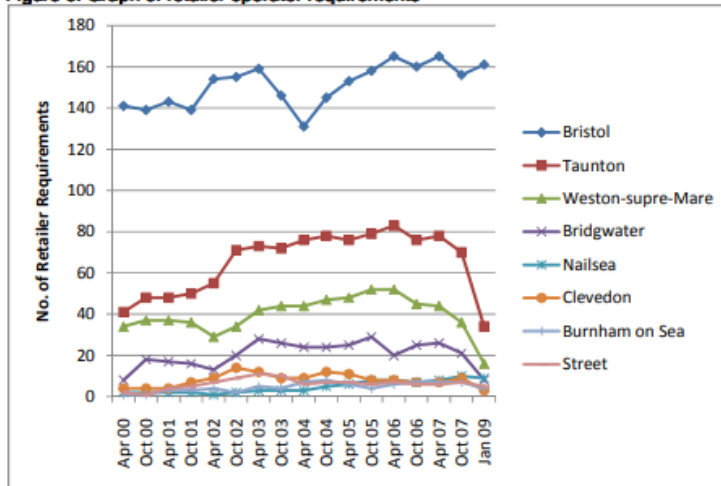
OPERATOR DEMAND

Table 11: Retailer requirements for the available study centres and comparator centres

Centres	Apr 00	Oct 00	Apr 01	Oct 01	Apr 02	Oct 02	Apr 03	Oct 03	Apr 04	Oct 04	Apr 05	Oct 05	Apr 06	Oct 06	Apr 07	Oct 07	Jan 09
Bristol	141	139	143	139	154	155	159	146	131	145	153	158	165	160	165	156	161
Taunton	41	48	48	50	55	71	73	72	76	78	76	79	83	76	78	70	34
Weston-supre-Mare	34	37	37	36	29	34	42	44	44	47	48	52	52	45	44	36	16
Bridgwater	8	18	17	16	13	20	28	26	24	24	25	29	20	25	26	21	8
Nailsea	2	2	2	2	1	2	3	3	3	5	6	8	8	7	8	10	9
Clevedon	4	4	4	7	9	14	12	9	9	12	11	8	8	7	7	9	3
Burnham on Sea	1	1	3	3	4	2	5	4	7	8	6	4	6	7	7	7	5
Street	2	1	4	5	7	9	11	10	6	7	7	6	7	6	6	7	5

Source: FOCUS Commercial Property Database, January 2009

Figure 5: Graph of retailer operator requirements



Source: FOCUS Commercial Property Database, January 2009

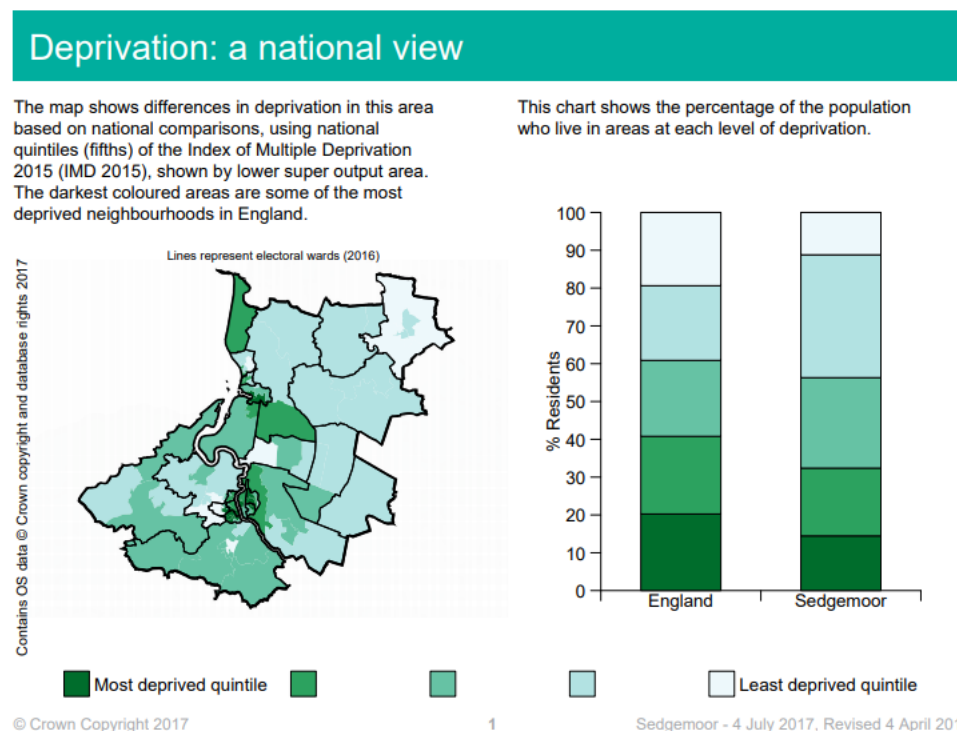
Source: Sedgemoor Retail Assessment, 2009, Table 11 and Fig 5, <https://www.sedgemoor.gov.uk/1270>

SDC Priorities Plan

Measure	Description	Justification
Town Centre Improvements	Burnham Town Centre enhancements for streetscape, safer and accessible pedestrian environment	Address anticipated effects on town and tourism sector
Town / Street Infrastructure Improvements	East to West links to the High Street and Victoria Road to the Promenade	Improvements to public realm and pedestrian environment to address impacts on town and tourism sector
Green Infrastructure / Open Space	Apex Park improvement programme and support to Management Programme. Linear park development along Southern Esplanade	Improvements to address impacts on town and tourism sector
Public Realm	Creation of new town square in Highbridge. Lighting of walkways through Manor Gardens (Burnham)	Offset effects of increased town centre pressures through influx of non home based workers
Community Buildings	Burnham Community Centre – support to life skills development (societal, health and livelihood)	Support to disadvantaged communities for skills, training and learning to address economic inactivity and worklessness

Source: See SDC Priorities Plan [https://www.sedgemoor.gov.uk/media/1551/Priorities-Plan-Refresh/pdf/Priority Plan Refresh - final 28-02-17 for website](https://www.sedgemoor.gov.uk/media/1551/Priorities-Plan-Refresh/pdf/Priority%20Plan%20Refresh%20-%20final%2028-02-17%20for%20website) , p.20

Public Health England Health Profile (Sedgemoor)

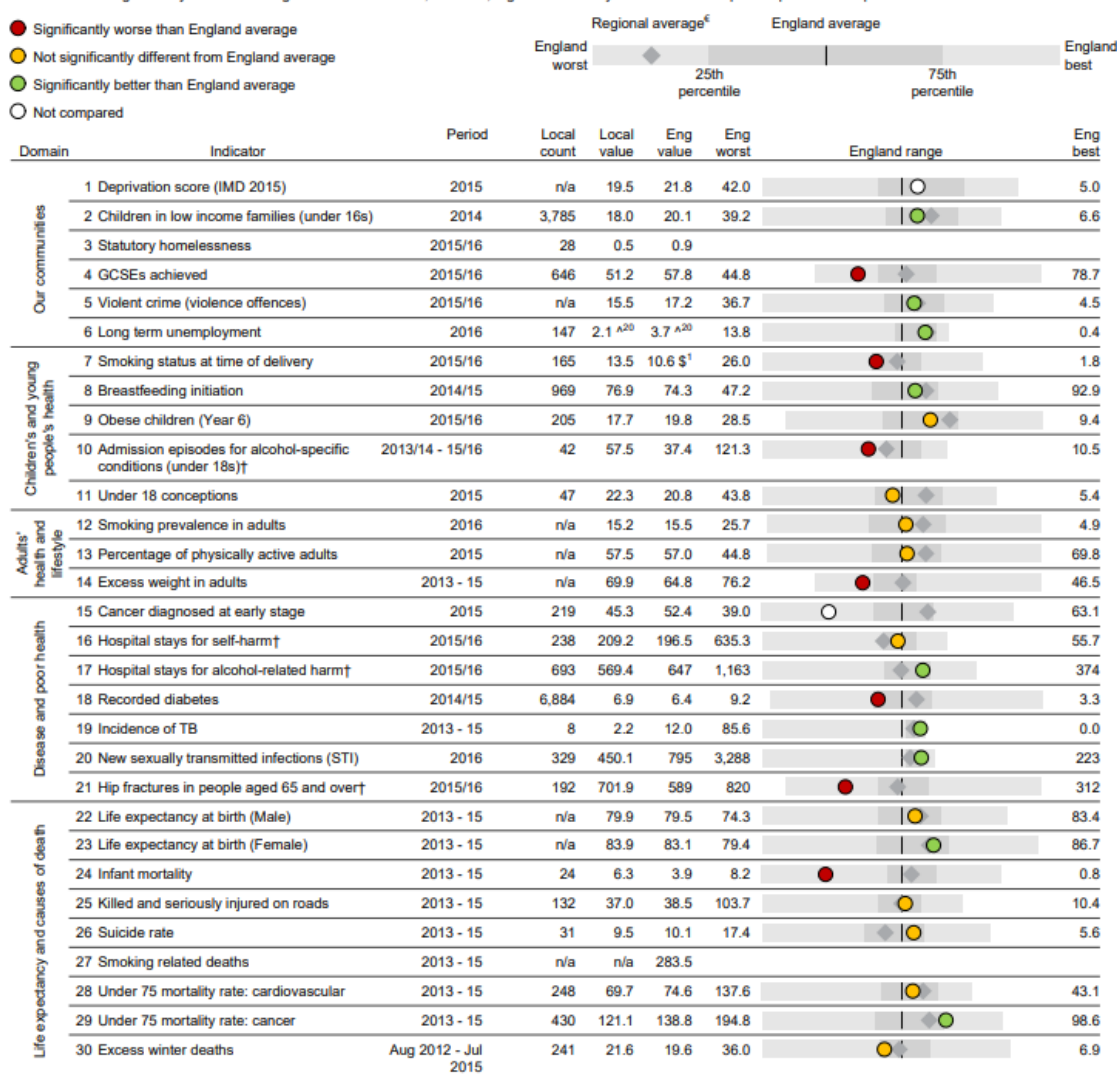


Source: PHE, <http://fingertipsreports.phe.org.uk/health-profiles/2017/e07000188.pdf>

Health summary for Sedgemoor

The chart below shows how the health of people in this area compares with the rest of England. This area's result for each indicator is shown as a circle. The average rate for England is shown by the black line, which is always at the centre of the chart. The range of results for all local areas in England is shown as a grey bar. A red circle means that this area is significantly worse than England for that indicator; however, a green circle may still indicate an important public health problem.

- Significantly worse than England average
- Not significantly different from England average
- Significantly better than England average
- Not compared

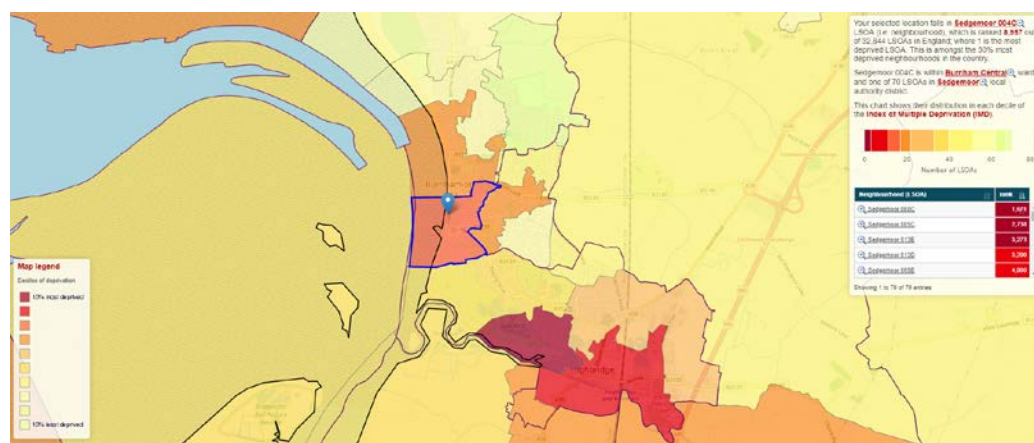


Source: PHE, <http://fingertipsreports.phe.org.uk/health-profiles/2017/e07000188.pdf>

Some of the highest levels of obesity for Reception age children in the county, measured between 2009/10 and 2013/14, could be found in parts of Bridgwater and around West Huntspill. Two of the areas in Bridgwater also had some of the highest levels of obesity for Year 6 children in the county and so did the area including Burnham-on-Sea.

Source: Somerset Public Health Profile, p.1

DCLG Index of Multiple Deprivation (IMD)



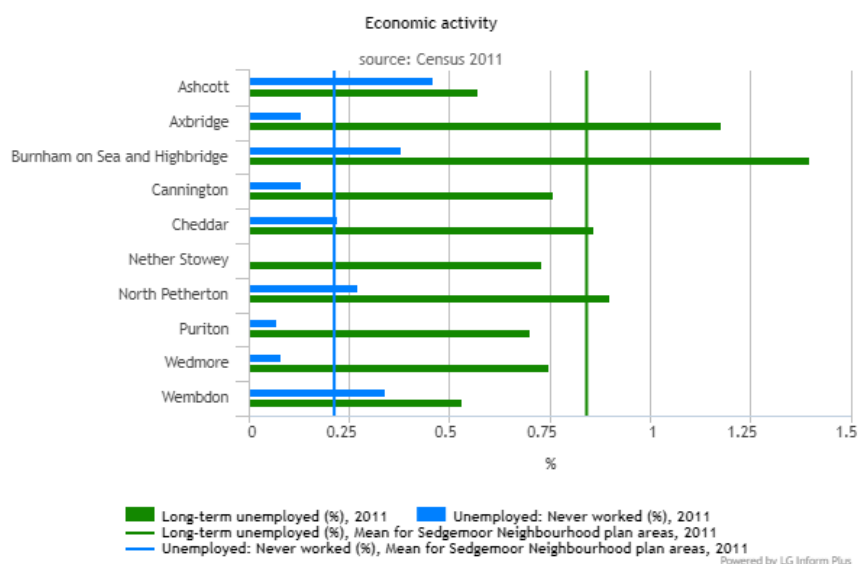
Source: <http://dclgapps.communities.gov.uk/imd/idmap.html>, Open Data reproduced under PSMA licence number 0100054744

LGA Data Profile Report “Basic Facts About Sedgemoor by Neighbourhood Plan Area”

Employment

Burnham on Sea and Highbridge neighbourhood plan area has the highest percentage of residents in Sedgemoor who are long term unemployed or who have never worked.

The bar chart below shows the size of these two groups separately for each neighbourhood plan area in Sedgemoor against the average for the district.

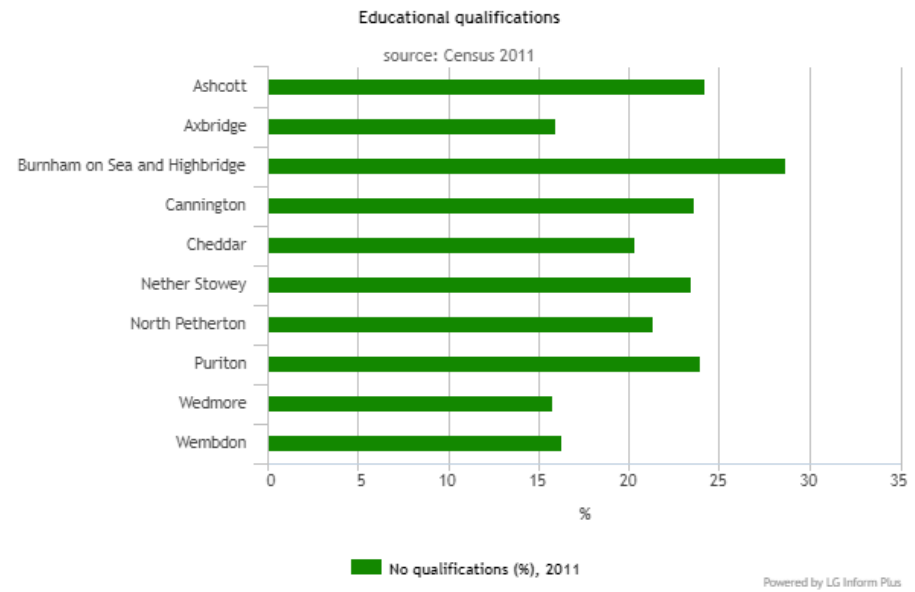


Source: LGA Data Profile Report “Basic Facts About Sedgemoor by Neighbourhood Plan Area”, <http://reports.esd.org.uk/reports/14?pat=District&pa=E07000188:NBHD>

Education

The 2011 Census recorded the educational achievement of residents; this chart shows the proportion of residents split by each neighbourhood plan area reporting to have no qualifications.

Burnham on Sea and Highbridge neighbourhood plan area has the highest percentage of residents in Sedgemoor who have no qualifications (28.67%) compared to 25.10% for Sedgemoor as a whole.



Source: LGA Data Profile Report “Basic Facts About Sedgemoor by Neighbourhood Plan Area”, <http://reports.esd.org.uk/reports/14?pat=District&pa=E07000188:NBHD>

Our Vision for Central Burnham.

By 2032, the area will be central to all aspects of community life. A centre not just for retail, business and eating out but, in addition, for cultural and social, recreational and leisure pursuits.

It will recognise that there are an increasing number of town centre residents whose quality of life needs to be balanced with the town's retail and leisure offer.

It will celebrate its Victorian heritage, preserving what is the best and building on this by redevelopments which are sympathetic to the scale and style of the existing built environment, whilst not hindering the establishment of a modern shopping and leisure experience. It will recognise that shopping habits have changed and that a successful centre needs the right mix of shops, restaurants, leisure and cultural facilities – all within an improved public realm which enhances the appeal to customers. This mix creates the ambience of the area – charm, friendliness, character and accessibility.

By improving the experience of residents and visitors, the area will have become a “destination” – a place worth visiting for the quality of the retail area and the walks along the Esplanade, which will be better linked to the retail area.

The Princess Theatre will be the hub of cultural life in the centre and, potentially, be part of a group of public buildings with the adjacent Learning Centre and Library linked by a new public space, thus creating a northern focus to the Town Centre – the “Town Square”.

At the southern end of town the Pier St. /South Esplanade car park is the entrance to the town for many visitors. There is potential for mixed-use redevelopment while preserving car and coach parking.

The Esplanade will be attractive to residents and visitors, emphasising the quality of the historic environment and implementing the policies of the approved Conservation Area management plan to improve the street scene.

A town that balances being a “sea side town” with being a “town by the sea”.

Source: Burnham and Highbridge Neighbourhood Plan (Submission Version), p.31,
https://docs.wixstatic.com/ugd/aef4b2_871c095083b945e5abb6b24f6b67e099.pdf

Policy CB 6 - The Learning Centre and the Town Square, Princess Street.

A detailed development brief will be drawn up to achieve a Town Square in Princess Street which will enhance the setting of the public buildings there and provide a northern focus to the Town Centre. Such a brief will be a priority for future funding, for example CIL or Coastal Community Funds.

The brief will consider such issues as:

Public realm improvement;

Traffic management;

The use of the space e.g. formal and informal;

Landscaping;

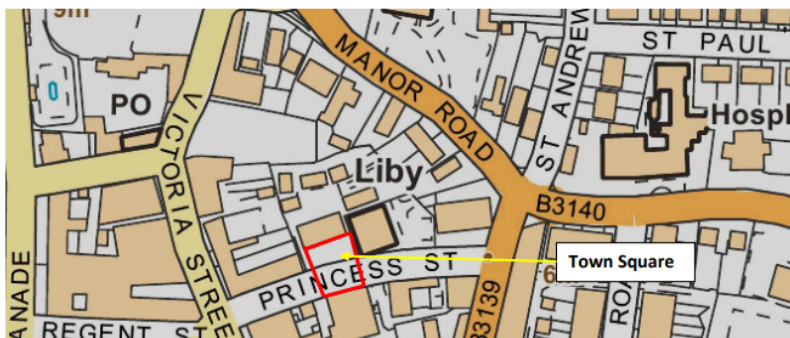
How the space links together the surrounding buildings and relates to the town centre.

Any redevelopment of the Learning Centre should result in a building which is:

sympathetic in design and scale to the Princess Theatre and Arts Centre;

retains and enhances the forecourt area for the establishment of a Town Square;

has active ground floor uses with mixed uses on the upper floors.



Map 12

© Crown copyright. All rights reserved.

Source: Burnham and Highbridge Neighbourhood Plan (Submission Version), p.39,
https://docs.wixstatic.com/ugd/aef4b2_871c095083b945e5abb6b24f6b67e099.pdf

Policy CB 7.

Designate Marine Cove, Manor Gardens, Crosses Pen and the South Esplanade lawns as Local Green Spaces.

Proposals to:

- Appropriately enhance the beneficial use of the Local Green Space;**
- Improve public access to the site;**
- Create outdoor sport and recreational facilities;**
- Enhance the historic character, landscape, visual amenity and biodiversity of the site; and/or**
- Improve damaged and derelict land**

will be supported.

The construction of new buildings (except those that are ancillary to the use of the Local Green Space) and other forms of inappropriate development will be regarded as harmful to the character of the Local Green Space and will not normally be approved except in very special circumstances such as where there are clear demonstrable benefits and improvements to the Local Green space.

7.1 Marine Cove

Reasons for designation as a "Local Green Space".

- The site is in good proximity to the centre of Burnham. Parking is available along the Esplanade and in the Community Centre car park, some 200m away. 'Bus routes are close by. Access on foot is good as is access by wheelchair. It is valued as a tranquil place to visit and has plenty of seating within the Cove and in the two shelters which also face out on to the Esplanade as well as into the Cove itself.
- The site is a very attractive Italianate-style garden of historical importance to Burnham. It is adjacent to St.Andrew's Church which is Grade II listed and forms part of the attractive Victorian Esplanade within the town centre conservation area.
- The site has full public access, including for disabled, and is used for a number of small scale community events throughout the year. It is maintained by a volunteer group of people under the direction of a paid Co-ordinator.
- The site is the only park and garden on the Esplanade and, as such, is used extensively by both residents and visitors.
- The site has a "Green Flag" award.

7.2 Manor Gardens

Reasons for designation as a "Local Green Space".

- The site is in good proximity to the centre of Burnham and the Esplanade, which is a short walk away through St.Andrew's churchyard. Parking is available in the Community Centre car park, some 50m away. Access on foot is good as is access by wheelchair and a pedestrian- controlled crossing links the gardens to the car park and St.Andrew's.
- Within the gardens there are a number of seats around the perimeter walks, including one in a shelter. The formal planting makes for pleasant walks around the garden and, when the gardens are not being used for events, they are valued for their tranquillity. Families and groups will picnic on the grass during the warmer months. In addition, people walking between Berrow and Manor Roads will cut through the gardens, rather than following the pavements outside.
- The site is an important local example of a formal urban park – the only one in Burnham and Highbridge - and contains the historically important Manor House; is flanked by a Georgian terrace; and is in the town centre conservation area. Unlike many other such parks it is not gated but open to the public at all hours.
- The gardens form an important function in the life of the town as a venue for the Memorial Hospital Fete and open air musical events such as "Jazz in the Park" where families can enjoy a free event and a family picnic.

7.3 Crosses Pen

Reasons for designation as a "Local Green Space".

- The site is in good proximity to the centre of Burnham and the Esplanade, which is a short walk away through St.Andrew's churchyard. Parking is available in the Community Centre car park, some 20m away. Access on foot is good as is access by wheelchair and a pedestrian- controlled crossing links the site to the car park, the Community Centre, the swimming pool and fitness centre and St.Andrew's.
- It forms an important recreational function and has done so for generations. The tennis court is the only public one in Burnham and Highbridge and has been available for over 100 years. The children's play area is the only significant one in the central area of Burnham, and the only one which serves visitors to the beach and town centre. The informal area is valued by the fitness centre as a training space; by local youngsters as a kick-about area; and by people generally as an informal area to sit, chat and picnic. It also acts as an overspill area when Manor Gardens are being used for events. In particular, it contains the public toilets which serve both facilities.
- Like Manor Gardens, Crosses Pen is not gated and so remains open 24 hours a day.

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7.4 South Esplanade green space

Reasons for designation as a "Local Green Space":

- There are good, level pedestrian links from the centre of Burnham and from surrounding housing. This enables easy access for wheelchair and mobility scooter users.
- Vehicular access, including disabled access, is available with a large amount of parking alongside on the road and in the Pier Street car park.
- The area is used extensively by picnickers, families playing games and walkers - particularly those with dogs.
- The formally planted flower beds provide a focus in summer months.
- The asphalted area with plants in tubs is used for games by people of a wide age range, by children riding small bicycles and for general relaxation. It is popular with those using mobility scooters.
- The site is used for community events (such as ESCAPE day and the SEADOGS event) that attract local people and visitors.
- A large number of visitors are resident at Burnham Holiday Village during the summer months and walk along the South Esplanade into town. It is therefore their first experience of Burnham itself and it is important that this should be pleasurable.

Source: Burnham and Highbridge Neighbourhood Plan (Submission Version), pp.41-43,
https://docs.wixstatic.com/ugd/aef4b2_871c095083b945e5abb6b24f6b67e099.pdf

Neighbourhood Plan Evidence Base Summary Report

Burnham Town Centre Regeneration: a review of past proposals and the Tesco project.

Since the millennium, there have been a number of proposals for regeneration of the town centre. Most were made in the days when there were hopes of significant funding from such sources as Regional Development Funds or the Market and Coastal Towns Initiative (MCTI). In the event money was not forthcoming but some of the more minor improvements have taken, or are taking, place. Nevertheless it is worth reviewing the ideas in the light of the Neighbourhood Plan to see if they have pointers for us as we develop policies for the town centre.

It may also be worth noting that there is a "Coastal Community Fund" which can be accessed by local authorities and other groups. Its objective is:

"to support the economic development of coastal communities by promoting sustainable economic growth and jobs, so that people are better able to respond to the changing economic needs and opportunities of their area."

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It may be that, at some time in the future, funds could be available from this source to carry out appropriate projects. However, for the purpose of this review, it is not proposed to assume any such funds are available. In any case, bidding for such funds is beyond the remit of a Neighbourhood Planning group.

1. Burnham-on-Sea and Highbridge MCTI Final report April 2003 (Landscape Design Associates)

This identified Burnham as a town in decline, lacking a heart, with too much concrete and lacking facilities for young people. The town centre was dominated by traffic and parking with pedestrian movement largely north/south and constrained by narrow pavements. Open spaces were based along the Esplanade and the car park around the Morrisons store dominated the town and detracted from it.

Important issues were:

- The need for a quality environment
- Simplification and strengthening of the structure of the town
- Creating spaces – "spaces can be a destination, a stop enroute or simply a spatial experience".
- Giving the town a real heart.
- Connecting spaces and places.
- Restoring the right balance between traffic and pedestrians.
- Humanising the public realm – (noting the concrete Esplanade as "bleak")
- Providing access for all e.g. elderly and disabled
- Bringing unity to the public realm.
- Creating beauty.

Proposals included:

- Regeneration of Marine Cove (*done*)
- Creation of a linear park on the South Esplanade
- Making Victoria St/High St "pedestrian friendly"
- A new "northern entrance space" outside St. Andrew's Church on the corner with Tregunter.
- A new pedestrian-friendly space at Victoria St/ Vicarage St – created by removal of parking outside the Secret World Charity shop, new paving and seats.
- A similar treatment of the Victoria St/ Princess St/Regents St/High St junction.
- A "southern entrance space" at the High St/Pier St/Abingdon St junction. (*since achieved in modified form by the water feature area*)
- A redevelopment of the Morrison's site (including car park) to provide new mixed development (cafes/shops, apartments etc) on the Pier St and South Esplanade frontages with "pavilion buildings" on the site of BIARS to contain the present uses.
- A linear park along the South Esplanade to link to Apex Park via the riverside walk.
- A creation of a garden at the Seaview Road/Esplanade junction. (*done*)
- Reduction of road widths in the urban spine (Victoria St/ High St) to make it more pedestrian friendly; better paving on footways; possible pedestrianisation (10am – 4pm or on certain days) of High St. Better and more coherent street furniture. (*see Tesco scheme later.*)

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- Princess St: creation of a pedestrian friendly “Civic Precinct” – wider pavements, traffic table, possible one-way traffic system.
- East-west link streets: improve pedestrian links by widening pavements, reduced parking (one side only) and new paving. Traffic tables on High St crossings. *(done)*. Sculptures on Esplanade to draw people from High St.
- Chapel St and South St – re-surface to encourage pedestrian usage.
- Redevelopment of the Tucker’s Garage site to provide mixed uses. *(now has planning permission for retirement flats)*
- Redevelopment of Oxford St filling station.

2. “Making a community by the sea” – A strategic plan for Burnham and Highbridge – September 2003.

This attempted to take the previous report forward and was conducted by an MCTI local steering group. They summarised their task as:

- Identifying a long term vision for the future of Burnham and Highbridge
- Consulting extensively with the widest possible range of local opinion
- Identifying the key issues and opportunities facing the community
- Identifying short, medium and long term projects and programmes to tackle these key issues
- Developing the opportunities available; and
- Developing the skills needed within the community to help deliver the plan.

It was an ambitious plan which, if it had been achieved in its entirety, would have made a significant difference to our area. With regard to Burnham Town Centre it had the following proposals in addition to those in the April report.

- A shopfront and building improvement programme. *(see Tesco scheme below)*
- A farmers’ market in Burnham *(now monthly)*
- To investigate options for a cinema *(Ritz since re-opened)*
- To ensure a secure future for the Princess *(now under Town Council ownership)*

3. Outline proposals for the redevelopment of Tuckers Garage and development of the New Civic Quarter – apg architects – September 2005

Although Tucker’s Garage now has planning permission for retirement apartments it is worth considering this report as:

- a) planning permissions are not always implemented
- b) what it says about the Somerset Learning Centre site and Princess St is interesting.

Essentially this report proposed a comprehensive redevelopment of the two sites to provide:

- Elderly persons sheltered apartments with car parking
- Pedestrian links between Victoria St, Princess St and Manor Rd
- A new civic square in front of the Learning Centre, incorporating and pedestrianising that section of Princess St between it and the Princess Theatre and Arts Centre.

4. Burnham –on-Sea and Highbridge Regeneration strategy – the case for investment (Sedgemoor DC, prepared by EKOS consulting) – September 2006

This reiterated many of the ideas of previous reports. In particular, as regards Burnham central areas, it concentrated on:

1. The Cultural Quarter – public realm improvements (including the creation of public spaces, enhanced educational/leisure facilities, residential units – centred on the Princess Theatre, Learning Centre and Library in Princess St. (cost £15.82m)
2. The High Street and East/West links – improved shopfronts(funded by landowners and by grants) and improved aesthetic and physical improvements of links to the Esplanade. (cost £10.97m)
3. The Esplanade – new garden at the north end (Seaview Road) and redevelopment of Marine Cove (*both since done*); improving and humanising the concrete expanse of the Esplanade itself; encouraging investment in run down properties. (cost £3.64m)
4. Morrison's store and adjacent car park – the "Visitor Gateway" – comprehensive redevelopment to provide an attractive and active frontage to Pier St and enclose a new civic space on the seafront, incorporating a mixed use development. (developer-funded)

5. The Princess – Regeneration – a brief prepared by Nigel Grainge for the Burnham-on-Sea Learning and Cultural Quarter Partnership – January 2008

This proposed large scale works to the Princess and relocation of Burnham Community Association and other users to the site. Given the costs involved, it is only of academic interest but it did, once again, focus attention on the "cultural quarter" as a northern focus for the town centre.

6. The Tesco project.

As a condition of the planning approval for the expansion of the Tesco store in Burnham, a Section 106 agreement stipulated that approximately £330,000 should be allocated to Town Centre improvements. With the addition of the residue of Regional Development Agency funds, over £400,000 is being spent at the current time. In terms of physical structures, the funds are allocated to:

- Improved street lighting, including changing modern lights to Heritage style in Victoria St to match the Victorian lights in the High St.
- Installation of posts to carry hanging baskets/ banners in High St./Victoria St.
- Highways improvements: Coloured paving in High St between Cross St and Adam St to designate an events area; finger-post signage; new street furniture (including power supply to events area).
- Additional cycle racks.
- Roller shutter improvements.
- Public notice boards.

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Conclusion

Recurring themes throughout these documents are:

1. The importance of creating northern and southern nodes to the town centre - the "Cultural Quarter" and the "Visitor Gateway".
2. The necessity for high quality public realm.
3. The importance of the appearance of shopfronts and of the scale of the town centre.
4. The improvement of east/west links to the Esplanade.
5. The car/pedestrian balance.

Source: Neighbourhood Plan Evidence Base Summary Report, pp.26-30,
https://docs.wixstatic.com/ugd/aef4b2_45968d841c76429bb6e4a6171bc74eed.pdf

Annual Tourism Summary (The South West Research Company, via Sedgemoor District Council)

Burnham-on-Sea Tourism Summary 2016



Burnham-on-Sea is a coastal town situated in the local authority area of Sedgemoor in Somerset. The town has a population of approximately 23,000. Tourism plays a significant role in the local economy as is demonstrated by the estimates provided in this summary sheet.

Tourism key facts

- 75 thousand staying visitor trips
- 934 thousand day visits
- £46.7 million direct visitor spend
- £47.5 million total visitor related spend
- 1,050 actual jobs supported by visitor related spend

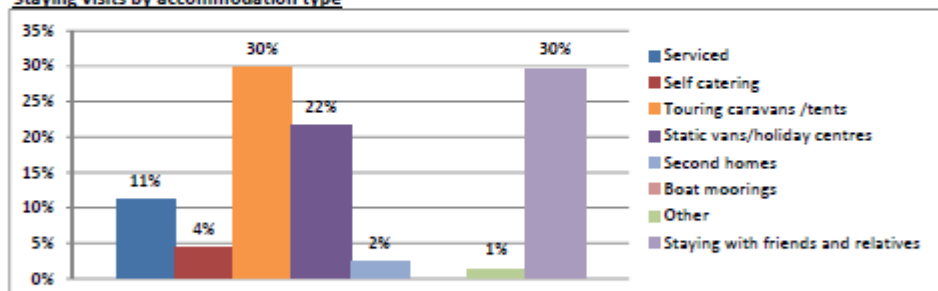
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	61,200	227,100	£9,438,700
Business	3,100	11,300	£880,000
Visits to friends and relatives	4,800	13,900	£424,300
Other	1,000	2,600	£103,600
Study	0	0	£0
Total	70,000	254,900	£10,846,600

Overseas visitors	Trips	Nights	Spend
Holiday	2,700	15,300	£497,900
Business	800	3,700	£880,000
Visits to friends and relatives	1,800	16,100	£251,600
Other	100	700	£19,200
Study	0	0	£0
Total	5,400	35,800	£1,648,700

All staying visitors	Trips	Nights	Spend
Holiday	63,900	242,400	£9,936,600
Business	3,900	15,000	£1,760,000
Visits to friends and relatives	6,600	30,000	£675,900
Other	1,100	3,300	£122,800
Study	0	0	£0
Total	75,400	290,700	£12,495,300

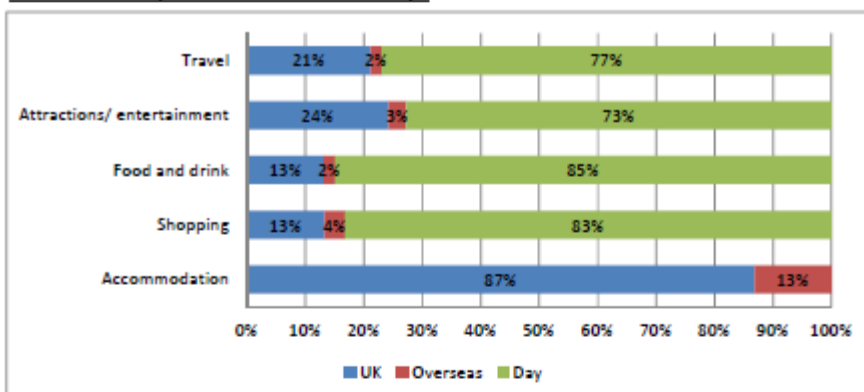
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	367,100	£15,043,200
Countryside visits	4,100	£100,000
Coastal visits	563,200	£19,042,900
Total	934,400	£34,186,100

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£4,092,200	£621,100	£0	£4,713,300
Shopping	£1,366,200	£364,300	£8,550,900	£10,281,400
Food & Drink	£2,400,900	£354,900	£15,523,300	£18,279,100
Attractions/ Entertainment	£1,162,600	£143,200	£3,486,800	£4,792,600
Travel	£1,824,700	£165,200	£6,625,100	£8,615,000

Other expenditure associated with tourism activity

Apart from expenditure associated with the individual trips, some forms of activity also involve ongoing expenditure on the accommodation or result in additional spending by non visitors eg friends and relatives with whom the tourist is staying.

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£130,700	£0	£658,300	£789,000

Total visitor related spend (Direct visitor spend plus other expenditure)

£47,470,400

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	75	5	79
Retailing	16	78	94
Catering	39	222	262
Attractions/entertainment	24	66	90
Transport	8	28	36
Arising from non trip spend	13	0	13
Total Direct	175	399	574

Direct jobs are those in businesses in receipt of visitor spending.

All employment related to visitor spending	FTE's	Actual
Direct	574	843
Indirect	109	125
Induced	68	78
Total	751	1,045

Actual jobs are estimated from surveys of relevant businesses at locations in England and take account of part time and seasonal working.

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.



For further information please contact info@tswrc.co.uk

Source: The South West Research Company, through Sedgemoor District Council

Burnham-on-Sea Tourism Summary 2014



Burnham-on-Sea is a coastal town situated in the local authority area of Sedgemoor in Somerset. The town has a population of approximately 23,000. Tourism plays a significant role in the local economy as is demonstrated by the estimates provided in this summary sheet.

Tourism key facts

- 79 thousand staying visitor trips
- 932 thousand day visits
- £44 million direct visitor spend
- £45.2 million total visitor related spend
- 1,000 actual jobs supported by visitor related spend

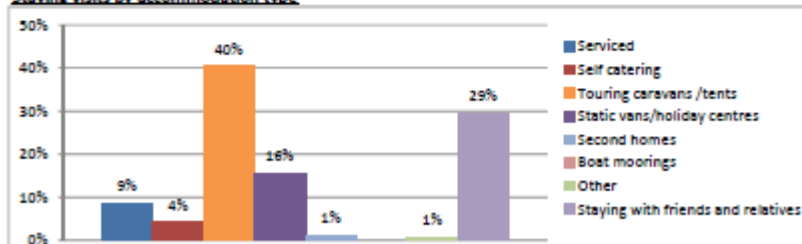
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	64,400	255,200	£8,469,200
Business	3,000	10,000	£521,000
Visits to friends and relatives	6,100	18,000	£639,700
Other	500	1,400	£54,200
Study	0	0	£0
Total	74,000	284,600	£9,684,200

Overseas visitors	Trips	Nights	Spend
Holiday	2,600	15,700	£801,200
Business	400	2,000	£169,600
Visits to friends and relatives	1,500	15,600	£299,300
Other	100	700	£92,100
Study	0	0	£0
Total	4,600	34,100	£1,362,200

All staying visitors	Trips	Nights	Spend
Holiday	67,000	270,900	£9,270,400
Business	3,400	12,000	£690,600
Visits to friends and relatives	7,600	33,600	£939,000
Other	600	2,100	£146,300
Study	0	0	£0
Total	78,600	318,700	£11,046,400

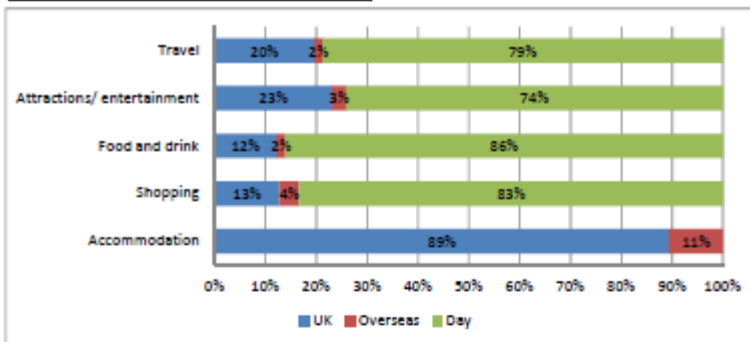
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	368,800	£13,948,300
Countryside visits	6,200	£170,100
Coastal visits	556,600	£19,125,000
Total	931,600	£33,243,400

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£3,581,600	£423,300	£0	£4,004,900
Shopping	£1,241,700	£376,900	£8,090,800	£9,709,400
Food & Drink	£2,161,300	£304,100	£15,192,200	£17,657,600
Attractions/Entertainment	£1,062,700	£124,300	£3,402,700	£4,589,700
Travel	£1,636,900	£133,600	£6,557,600	£8,328,100

Other expenditure associated with tourism activity

Apart from expenditure associated with the individual trips, some forms of activity also involve ongoing expenditure on the accommodation or result in additional spending by non visitors eg friends and relatives with whom the tourist is staying.

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£132,000	£0	£759,600	£891,700

Total visitor related spend (Direct visitor spend plus other expenditure)

£45,181,500

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	68	5	73
Retailing	15	75	90
Catering	36	221	257
Attractions/entertainment	21	64	85
Transport	7	27	35
Arising from non trip spend	14	0	14
Total Direct	162	392	554

Direct jobs are those in businesses in receipt of visitor spending.

All employment related to visitor spending	FTE's	Actual
Direct	554	813
Indirect	103	117
Induced	66	75
Total	723	1,006

Actual jobs are estimated from surveys of relevant businesses at locations in England and take account of part time and seasonal working.

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.



For further information please contact info@tswrc.co.uk

Source: The South West Research Company, through Sedgemoor District Council

Burnham-on-Sea Tourism Summary 2013



Burnham-on-Sea is a coastal town situated in the local authority area of Sedgemoor in Somerset. The town has a population of approximately 23,000. Tourism plays a significant role in the local economy as is demonstrated by the estimates provided in this summary sheet.

Tourism key facts

- 86 thousand staying visitor trips
- 957 thousand day visits
- £46 million direct visitor spend
- £47.2 million total visitor related spend
- 1,100 actual jobs supported by visitor related spend

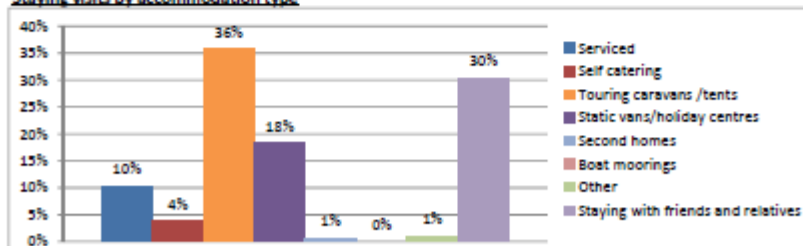
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	67,100	271,300	£9,063,500
Business	4,300	13,800	£739,800
Visits to friends and relatives	7,900	29,000	£470,500
Other	900	2,600	£78,700
Study	0	0	£0
Total	80,200	316,800	£10,352,500

Overseas visitors	Trips	Nights	Spend
Holiday	1,800	8,100	£456,800
Business	600	2,600	£238,700
Visits to friends and relatives	2,700	24,100	£768,100
Other	300	4,000	£189,700
Study	0	0	£0
Total	5,400	38,900	£1,653,300

All staying visitors	Trips	Nights	Spend
Holiday	68,900	279,400	£9,520,300
Business	4,900	16,400	£978,500
Visits to friends and relatives	10,600	53,100	£1,238,600
Other	1,200	6,600	£268,400
Study	0	0	£0
Total	85,600	355,700	£12,005,800

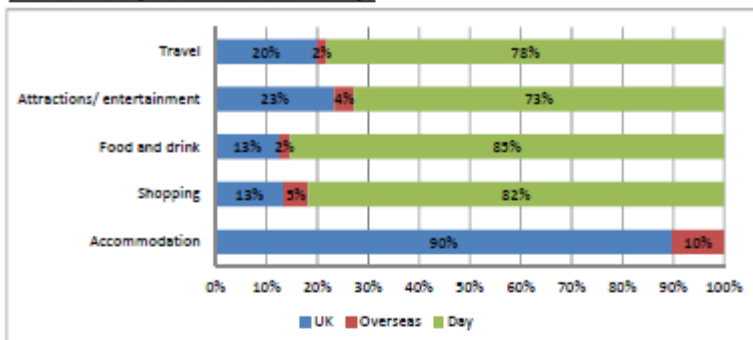
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	367,000	£13,599,500
Countryside visits	6,400	£170,200
Coastal visits	583,900	£20,241,300
Total	957,300	£34,011,000

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£3,886,700	£442,800	£0	£4,329,500
Shopping	£1,311,500	£480,000	£8,049,700	£9,841,200
Food & Drink	£2,295,400	£375,000	£15,642,800	£18,313,200
Attractions/ Entertainment	£1,118,000	£188,300	£3,487,700	£4,794,000
Travel	£1,740,800	£167,200	£6,830,800	£8,738,800

Other expenditure associated with tourism activity

Apart from expenditure associated with the individual trips, some forms of activity also involve ongoing expenditure on the accommodation or result in additional spending by non visitors eg friends and relatives with whom the tourist is staying.

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£136,900	£0	£1,053,900	£1,190,800

Total visitor related spend (Direct visitor spend plus other expenditure)

£47,207,600

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	79	6	85
Retailing	18	79	97
Catering	41	240	281
Attractions/entertainment	29	80	109
Transport	8	30	39
Arising from non trip spend	19	0	19
Total Direct	194	435	629

Direct jobs are those in businesses in receipt of visitor spending.

All employment related to visitor spending	FTE's	Actual
Direct	629	921
Indirect	108	124
Induced	74	84
Total	811	1,129

Actual jobs are estimated from surveys of relevant businesses at locations in England and take account of part time and seasonal working.

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.



For further information please contact info@tswrc.co.uk

Source: The South West Research Company, through Sedgemoor District Council

Burnham-on-Sea and Highbridge Parish, Sedgemoor Local Authority and England Country

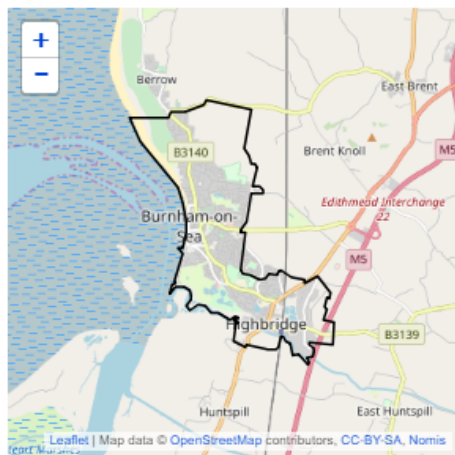
Local Area Report

Summary

This report covers the characteristics of people and households in Burnham-on-Sea and Highbridge Parish in Sedgemoor (GSS code E04008611). Figures are sourced from the 2011 Census key statistics.

There were 19,576 usual residents as at Census day 2011. Of these, 97.9% lived in households and 2.1% lived in communal establishments. The average (mean) age of residents was 45.6 years.

In total there were 9,333 household spaces. Of these, 8,953 (95.9%) had at least one usual resident and 380 (4.1%) had no usual residents.



Contents

Who we are

Information about the personal characteristics of people who usually live in an area including: Resident population, Age, Marital status, [Living arrangements](#), Ethnic group, National identity, Country of birth, Passports held, Household language, Religion and Unpaid care.

How we live

The characteristics of the households we live in including: Number of households and type of accommodation, Whether owned or rented, Number of rooms and central heating, Number of cars, Household composition, Households with no adults in employment, Lone parent households and Communal establishments.

What we do

This section covers work-related topics including: Number of people in employment and unemployed, Qualifications and students, Hours worked, and the Industries and Occupations we work in.

Definitions

Who we are



Usual resident population

	Burnham-on-Sea and Highbridge Parish		Sedgemoor Local Authority		England Country	
	count	%	count	%	count	%
All usual residents	19,576	100.0	114,588	100.0	53,012,456	100.0
Males	9,366	47.8	56,048	48.9	26,069,148	49.2
Females	10,210	52.2	58,540	51.1	26,943,308	50.8
Lives in a household	19,166	97.9	113,056	98.7	52,059,931	98.2
Lives in a communal establishment	410	2.1	1,532	1.3	952,525	1.8
Schoolchild or full-time student aged 4 and over at their non term-time address	139	-	1,424	-	650,145	-
Area (Hectares)	897.19	-	56,436.28	-	13,027,842.85	-
Density (number of persons per hectare)	21.8	-	2	-	4.1	-

- These figures are missing.

Source: ONS - 2011 Census (KS101EW)

Age structure

	Persons					
	Burnham-on-Sea and Highbridge Parish		Sedgemoor Local Authority		England Country	
	count	%	count	%	count	%
All usual residents	19,576	100.0	114,588	100.0	53,012,456	100.0
Age 0 to 4	975	5.0	6,321	5.5	3,318,449	6.3
Age 5 to 7	544	2.8	3,613	3.2	1,827,610	3.4
Age 8 to 9	336	1.7	2,348	2.0	1,145,022	2.2
Age 10 to 14	1,025	5.2	6,868	6.0	3,080,929	5.8
Age 15	219	1.1	1,516	1.3	650,826	1.2
Age 16 to 17	431	2.2	3,055	2.7	1,314,124	2.5
Age 18 to 19	372	1.9	2,538	2.2	1,375,315	2.6
Age 20 to 24	1,019	5.2	6,193	5.4	3,595,321	6.8
Age 25 to 29	860	4.4	5,671	4.9	3,650,881	6.9
Age 30 to 44	3,253	16.6	20,023	17.5	10,944,271	20.6
Age 45 to 59	3,899	19.9	24,495	21.4	10,276,902	19.4
Age 60 to 64	1,448	7.4	8,482	7.4	3,172,277	6.0
Age 65 to 74	2,490	12.7	12,446	10.9	4,552,283	8.6
Age 75 to 84	1,778	9.1	7,753	6.8	2,928,118	5.5
Age 85 to 89	599	3.1	2,174	1.9	776,311	1.5
Age 90 and over	328	1.7	1,092	1.0	403,817	0.8
Mean Age	45.6	-	42.4	-	39.3	-
Median Age	47	-	44	-	39	-

- These figures are missing.

Source: ONS - 2011 Census (KS102EW)

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies

Living arrangements

	Persons					
	Burnham-on-Sea and Highbridge Parish		Sedgemoor Local Authority		England Country	
	count	%	count	%	count	%
All usual residents aged 16 and over in households	16,068	100.0	92,555	100.0	42,077,356	100.0
Living in a couple	9,824	61.1	59,344	64.1	24,321,304	57.8
Married or in a registered same-sex civil partnership	7,826	48.7	47,454	51.3	19,296,455	45.9
Cohabiting	1,998	12.4	11,890	12.8	5,024,849	11.9
Not living in a couple	6,244	38.9	33,211	35.9	17,756,052	42.2
Single (never married or never registered a same-sex civil partnership)	2,944	18.3	17,819	19.3	10,862,019	25.8
Married or in a registered same-sex civil partnership	173	1.1	914	1.0	613,991	1.5
Separated (but still legally married or still legally in a same-sex civil partnership)	349	2.2	1,764	1.9	898,194	2.1
Divorced or formerly in a same-sex civil partnership which is now legally dissolved	1,239	7.7	6,091	6.6	2,745,873	6.5
Widowed or surviving partner from a same-sex civil partnership	1,539	9.6	6,623	7.2	2,635,975	6.3

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Source: ONS - 2011 Census (KS104EW)

Health and provision of unpaid Care

	Persons					
	Burnham-on-Sea and Highbridge Parish		Sedgemoor Local Authority		England Country	
	count	%	count	%	count	%
All usual residents	19,576	100.0	114,588	100.0	53,012,456	100.0
Day-to-day activities limited a lot	2,485	12.7	10,077	8.8	4,405,394	8.3
Day-to-day activities limited a little	2,583	13.2	12,436	10.9	4,947,192	9.3
Day-to-day activities not limited	14,508	74.1	92,075	80.4	43,659,870	82.4
Day-to-day activities limited a lot: Age 16 to 64	909	4.6	4,112	3.6	1,924,080	3.6
Day-to-day activities limited a little: Age 16 to 64	1,057	5.4	5,585	4.9	2,452,742	4.6
Day-to-day activities not limited: Age 16 to 64	9,316	47.6	60,760	53.0	29,952,269	56.5
Very good health	7,654	39.1	51,044	44.5	25,005,712	47.2
Good health	6,810	34.8	40,291	35.2	18,141,457	34.2
Fair health	3,651	18.7	16,930	14.8	6,954,092	13.1
Bad health	1,168	6.0	4,994	4.4	2,250,446	4.2
Very bad health	293	1.5	1,329	1.2	660,749	1.2
Provides no unpaid care	17,211	87.9	101,589	88.7	47,582,440	89.8
Provides 1 to 19 hours unpaid care a week	1,417	7.2	8,361	7.3	3,452,636	6.5
Provides 20 to 49 hours unpaid care a week	284	1.5	1,589	1.4	721,143	1.4
Provides 50 or more hours unpaid care a week	664	3.4	3,049	2.7	1,256,237	2.4

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies

Source: ONS - 2011 Census (KS301EW)


Dwellings, household spaces and accommodation type

Household spaces, Dwellings

	Burnham-on-Sea and Highbridge Parish		Sedgemoor Local Authority		England Country	
	count	%	count	%	count	%
All dwelling types	9,316	100.0	50,879	100.0	22,976,066	100.0
Unshared dwelling	9,311	99.9	50,862	100.0	22,955,448	99.9
Shared dwelling: Two household spaces	1	0.0	9	0.0	6,700	0.0
Shared dwelling: Three or more household spaces	4	0.0	8	0.0	13,918	0.1
All household spaces	9,333	100.0	50,921	100.0	23,044,097	100.0
Household spaces with at least one usual resident	8,953	95.9	48,801	95.8	22,063,368	95.7
Household spaces with no usual residents	380	4.1	2,120	4.2	980,729	4.3
Whole house or bungalow: Detached	2,501	26.8	16,777	32.9	5,128,552	22.3
Whole house or bungalow: Semi-detached	2,927	31.4	15,758	30.9	7,076,395	30.7
Whole house or bungalow: Terraced (including end-terrace)	1,946	20.9	11,532	22.6	5,642,969	24.5
Flat, maisonette or apartment: Purpose-built block of flats or tenement	1,333	14.3	4,708	9.2	3,854,451	16.7
Flat, maisonette or apartment: Part of a converted or shared house (including bed-sits)	418	4.5	1,184	2.3	984,284	4.3
Flat, maisonette or apartment: In a commercial building	189	2.0	567	1.1	257,218	1.1
Caravan or other mobile or temporary structure	19	0.2	395	0.8	100,228	0.4

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies

Source: ONS - 2011 Census (KS401EW)

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Tenure

Households

	Burnham-on-Sea and Highbridge Parish		Sedgemoor Local Authority		England Country	
	count	%	count	%	count	%
All households	8,953	100.0	48,801	100.0	22,063,368	100.0
Owned	6,241	69.7	34,802	71.3	13,975,024	63.3
Owned outright	3,544	39.6	18,320	37.5	6,745,584	30.6
Owned with a mortgage or loan	2,697	30.1	16,482	33.8	7,229,440	32.8
Shared ownership (part owned and part rented)	58	0.6	273	0.6	173,760	0.8
Social rented	1,094	12.2	5,951	12.2	3,903,550	17.7
Rented from council (Local Authority)	597	6.7	3,670	7.5	2,079,778	9.4
Other	497	5.6	2,281	4.7	1,823,772	8.3
Private rented	1,463	16.3	7,113	14.6	3,715,924	16.8
Private landlord or letting agency	1,337	14.9	6,380	13.1	3,401,675	15.4
Other	126	1.4	733	1.5	314,249	1.4
Living rent free	97	1.1	662	1.4	295,110	1.3

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Source: ONS - 2011 Census (KS402EW)

Car or van availability

	Households					
	Burnham-on-Sea and Highbridge Parish		Sedgemoor Local Authority		England Country	
	count	%	count	%	count	%
All households	8,953	100.0	48,801	100.0	22,063,368	100.0
No cars or vans in household	1,947	21.7	8,042	16.5	5,691,251	25.8
1 car or van in household	4,221	47.1	20,479	42.0	9,301,776	42.2
2 cars or vans in household	2,150	24.0	14,835	30.4	5,441,593	24.7
3 cars or vans in household	460	5.1	3,831	7.9	1,203,865	5.5
4 or more cars or vans in household	175	2.0	1,614	3.3	424,883	1.9
sum of all cars or vans in the area	10,695	-	69,048	-	25,696,833	-

- These figures are missing.

Source: ONS - 2011 Census (KS404EW)

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Household composition

	Households					
	Burnham-on-Sea and Highbridge Parish		Sedgemoor Local Authority		England Country	
	count	%	count	%	count	%
All households	8,953	100.0	48,801	100.0	22,063,368	100.0
One person household	3,050	34.1	13,844	28.4	6,666,493	30.2
Aged 65 and over	1,707	19.1	6,954	14.2	2,725,596	12.4
Other	1,343	15.0	6,890	14.1	3,940,897	17.9
One family household	5,401	60.3	32,163	65.9	13,631,182	61.8
All aged 65 and over	1,098	12.3	5,260	10.8	1,789,465	8.1
Married or same-sex civil partnership couple	2,667	29.8	17,525	35.9	7,329,455	33.2
No children	1,222	13.6	7,552	15.5	2,719,210	12.3
Dependent children	1,041	11.6	7,285	14.9	3,375,890	15.3
All children non-dependent	404	4.5	2,688	5.5	1,234,355	5.6
Cohabiting couple	847	9.5	5,123	10.5	2,172,438	9.8
No children	457	5.1	2,629	5.4	1,173,172	5.3
Dependent children	347	3.9	2,261	4.6	890,780	4.0
All children non-dependent	43	0.5	233	0.5	108,486	0.5
Lone parent	789	8.8	4,255	8.7	2,339,824	10.6
Dependent children	530	5.9	2,813	5.8	1,573,255	7.1
All children non-dependent	259	2.9	1,442	3.0	766,569	3.5
Other household types	502	5.6	2,794	5.7	1,765,693	8.0
With dependent children	158	1.8	940	1.9	584,016	2.6
All full-time students	0	0.0	11	0.0	124,285	0.6
All aged 65 and over	43	0.5	186	0.4	61,715	0.3
Other	301	3.4	1,657	3.4	995,677	4.5

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies

Source: ONS - 2011 Census (KS105EW)

Adults not in employment and dependent children and persons with long-term health problems or disability for all households

	Households					
	Burnham-on-Sea and Highbridge Parish		Sedgemoor Local Authority		England Country	
	count	%	count	%	count	%
All households	8,953	100.0	48,801	100.0	22,063,368	100.0
No adults in employment in household	3,890	43.4	17,225	35.3	7,348,649	33.3
With dependent children	292	3.3	1,553	3.2	922,192	4.2
No dependent children	3,598	40.2	15,672	32.1	6,426,457	29.1
Dependent children in household: All ages	2,076	23.2	13,301	27.3	6,425,647	29.1
Age 0 to 4	795	8.9	4,926	10.1	2,606,564	11.8
One person in household with a long-term health problem or disability	2,925	32.7	13,300	27.3	5,659,606	25.7
With dependent children	360	4.0	2,102	4.3	1,019,932	4.6
No dependent children	2,565	28.6	11,198	22.9	4,639,674	21.0

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies

Source: ONS - 2011 Census (KS106EW)

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Lone parent households with dependent children

	Households					
	Burnham-on-Sea and Highbridge Parish		Sedgemoor Local Authority		England Country	
	count	%	count	%	count	%
All lone parent households with dependent children	529	100.0	2,810	100.0	1,564,681	100.0
Lone parent in part-time employment: Total	194	36.7	1,130	40.2	522,789	33.4
Lone parent in full-time employment: Total	121	22.9	666	23.7	407,873	26.1
Lone parent not in employment: Total	214	40.5	1,014	36.1	634,019	40.5
Male lone parent: Total	56	10.6	324	11.5	151,744	9.7
In part-time employment	7	1.3	54	1.9	22,130	1.4
In full-time employment	33	6.2	194	6.9	80,078	5.1
Not in employment	16	3.0	76	2.7	49,536	3.2
Female lone parent: Total	473	89.4	2,486	88.5	1,412,937	90.3
In part-time employment	187	35.3	1,076	38.3	500,659	32.0
In full-time employment	88	16.6	472	16.8	327,795	20.9
Not in employment	198	37.4	938	33.4	584,483	37.4

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies

Source: ONS - 2011 Census (KS107EW)

What we do

Economic activity

	Persons					
	Burnham-on-Sea and Highbridge Parish		Sedgemoor Local Authority		England Country	
	count	%	count	%	count	%
All usual residents aged 16 to 74	13,772	100.0	82,903	100.0	38,881,374	100.0
Economically active	8,989	65.3	57,966	69.9	27,183,134	69.9
In employment	8,163	59.3	52,751	63.6	24,143,464	62.1
Employee: Part-time	2,193	15.9	13,097	15.8	5,333,268	13.7
Employee: Full-time	4,670	33.9	30,108	36.3	15,016,564	38.6
Self-employed	1,300	9.4	9,546	11.5	3,793,632	9.8
Unemployed	508	3.7	2,972	3.6	1,702,847	4.4
Full-time student	318	2.3	2,243	2.7	1,336,823	3.4
Economically inactive	4,783	34.7	24,937	30.1	11,698,240	30.1
Retired	2,850	20.7	14,122	17.0	5,320,691	13.7
Student (including full-time students)	379	2.8	2,793	3.4	2,255,831	5.8
Looking after home or family	546	4.0	3,357	4.0	1,695,134	4.4
Long-term sick or disabled	738	5.4	3,299	4.0	1,574,134	4.0
Other	270	2.0	1,366	1.6	852,450	2.2
Unemployed: Age 16 to 24	152	1.1	916	1.1	471,666	1.2
Unemployed: Age 50 to 74	126	0.9	644	0.8	315,863	0.8
Unemployed: Never worked	55	0.4	384	0.5	276,121	0.7
Long-term unemployed	182	1.3	1,096	1.3	668,496	1.7

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies



Source: ONS - 2011 Census (KS601EW)

Qualifications and students

	Persons					
	Burnham-on-Sea and Highbridge Parish		Sedgemoor Local Authority		England Country	
	count	%	count	%	count	%
All usual residents aged 16 and over	16,477	100.0	93,922	100.0	42,989,620	100.0
No qualifications	4,827	29.3	23,534	25.1	9,656,810	22.5
Level 1 qualifications	2,552	15.5	13,815	14.7	5,714,441	13.3
Level 2 qualifications	2,699	16.4	16,048	17.1	6,544,614	15.2
Apprenticeship	813	4.9	4,386	4.7	1,532,934	3.6
Level 3 qualifications	1,773	10.8	11,103	11.8	5,309,631	12.4
Level 4 qualifications and above	3,025	18.4	20,778	22.1	11,769,361	27.4
Other qualifications	788	4.8	4,258	4.5	2,461,829	5.7
Schoolchildren and full-time students: Age 16 to 17	365	2.2	2,681	2.9	1,163,148	2.7
Schoolchildren and full-time students: Age 18 and over	313	1.9	2,242	2.4	2,348,197	5.5
Full-time students: Age 18 to 74: Economically active: In employment	150	0.9	1,065	1.1	791,902	1.8
Full-time students: Age 18 to 74: Economically active: Unemployed	25	0.2	185	0.2	208,518	0.5
Full-time students: Age 18 to 74: Economically inactive	135	0.8	972	1.0	1,340,731	3.1

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies

Source: ONS - 2011 Census (KS501EW)

 [Download this table \(.xlsx\)](#)  [Definitions](#)

Hours worked

	Persons					
	Burnham-on-Sea and Highbridge Parish		Sedgemoor Local Authority		England Country	
	count	%	count	%	count	%
All usual residents aged 16 to 74 in employment the week before the census	8,408	100.0	54,540	100.0	25,162,721	100.0
Part-time: 15 hours or less worked	857	10.2	5,839	10.7	2,418,518	9.6
Part-time: 16 to 30 hours worked	1,917	22.8	11,544	21.2	4,888,565	19.4
Full-time: 31 to 48 hours worked	4,581	54.5	29,686	54.4	14,502,713	57.6
Full-time: 49 or more hours worked	1,053	12.5	7,471	13.7	3,352,925	13.3
Males	4,482	53.3	28,870	52.9	13,315,285	52.9
Part-time: 15 hours or less worked	266	3.2	1,653	3.0	768,559	3.1
Part-time: 16 to 30 hours worked	473	5.6	2,621	4.8	1,311,281	5.2
Full-time: 31 to 48 hours worked	2,919	34.7	18,705	34.3	8,670,267	34.5
Full-time: 49 or more hours worked	824	9.8	5,891	10.8	2,565,178	10.2
Females	3,926	46.7	25,670	47.1	11,847,436	47.1
Part-time: 15 hours or less worked	591	7.0	4,186	7.7	1,649,959	6.6
Part-time: 16 to 30 hours worked	1,444	17.2	8,923	16.4	3,577,284	14.2
Full-time: 31 to 48 hours worked	1,662	19.8	10,981	20.1	5,832,446	23.2
Full-time: 49 or more hours worked	229	2.7	1,580	2.9	787,747	3.1

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies

Source: ONS - 2011 Census (KS604EW)

Industry

	Persons					
	Burnham-on-Sea and Highbridge Parish		Sedgemoor Local Authority		England Country	
	count	%	count	%	count	%
All usual residents aged 16 to 74 in employment the week before the census	8,408	100.0	54,540	100.0	25,162,721	100.0
A Agriculture, forestry and fishing	36	0.4	1,053	1.9	203,789	0.8
B Mining and quarrying	5	0.1	87	0.2	43,302	0.2
C Manufacturing	931	11.1	6,058	11.1	2,226,247	8.8
D Electricity, gas, steam and air conditioning supply	55	0.7	824	1.5	140,148	0.6
E Water supply; sewerage, waste management and remediation activities	92	1.1	660	1.2	175,214	0.7
F Construction	827	9.8	5,010	9.2	1,931,936	7.7
G Wholesale and retail trade; repair of motor vehicles and motor cycles	1,723	20.5	10,502	19.3	4,007,570	15.9
H Transport and storage	408	4.9	2,407	4.4	1,260,094	5.0
I Accommodation and food service activities	664	7.9	3,370	6.2	1,399,931	5.6
J Information and communication	166	2.0	1,109	2.0	1,024,352	4.1
K Financial and insurance activities	153	1.8	1,100	2.0	1,103,858	4.4
L Real estate activities	87	1.0	585	1.1	367,459	1.5
M Professional, scientific and technical activities	325	3.9	2,695	4.9	1,687,127	6.7
N Administrative and support service activities	293	3.5	2,250	4.1	1,239,422	4.9
O Public administration and defence; compulsory social security	372	4.4	2,788	5.1	1,483,450	5.9
P Education	636	7.6	5,135	9.4	2,490,199	9.9
Q Human health and social work activities	1,219	14.5	6,538	12.0	3,121,238	12.4
R, S, T, U Other	416	4.9	2,369	4.3	1,257,385	5.0

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies

Source: ONS - 2011 Census (KS605EW)

Occupation

	Persons					
	Burnham-on-Sea and Highbridge Parish		Sedgemoor Local Authority		England Country	
	count	%	count	%	count	%
All usual residents aged 16 to 74 in employment the week before the census	8,408	100.0	54,540	100.0	25,162,721	100.0
1. Managers, directors and senior officials	834	9.9	5,970	10.9	2,734,900	10.9
2. Professional occupations	935	11.1	7,082	13.0	4,400,375	17.5
3. Associate professional and technical occupations	742	8.8	5,349	9.8	3,219,067	12.8
4. Administrative and secretarial occupations	865	10.3	5,694	10.4	2,883,230	11.5
5. Skilled trades occupations	1,224	14.6	7,868	14.4	2,858,680	11.4
6. Caring, leisure and other service occupations	1,014	12.1	5,802	10.6	2,348,650	9.3
7. Sales and customer service occupations	788	9.4	4,491	8.2	2,117,477	8.4
8. Process plant and machine operatives	854	10.2	5,200	9.5	1,808,024	7.2
9. Elementary occupations	1,152	13.7	7,084	13.0	2,792,318	11.1

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies

Source: ONS - 2011 Census (KS608EW)

Source: 2011 Census, via www.nomisweb.co.uk

Princess Theatre Data

The Princess is a key cultural and social hub. Footfall data indicates that over 8,000 people per month regularly use the building and these range in age from 5 – 90+ years.

On top of the Theatrical use, each week sees around 15 different community groups use the building for anything from crafting to rehearsing to counselling and discrete provision for disability or marginalised groups. Our unique position allows full access; our lift means that all users of the building have access to all areas.

We are home to 2 Youth Theatres and 3 other Theatre groups that involve all ages. Between them they have over 200 members and perform, between them, 8 different shows to audiences of thousands each year. Other Youth Theatre groups and dance schools rely on the building for their annual performances.

Our accessibility brings many charity groups use our facilities for conferences and training

The café is provides a social setting for friendship and small meetings. With friendly volunteer staff it is a place where lonely, widowed or people new to the town find friends and where carers confidently bring their charges for a drink or light meal.

We average 60 performances a year, amateur and professional – Music, Drama, Ballet, Evenings With, Special Interest, Variety, all alongside the art, trade and craft fairs, arts festivals, social dances, workshops, Kurling, Bingo, Blood Donor sessions, Planning hearings, conferences, wedding receptions, society dinners, parties etc.,

With two local music venues closing to provide more accommodation, we have become even more important to local social and cultural life.

Holiday makers and holiday home owners use and enjoy the building for shows, café, craft events, kurling and bingo; people often phone to see what is planned during their visit. Also, patrons travel from throughout Somerset for weekly craft sessions and shows.

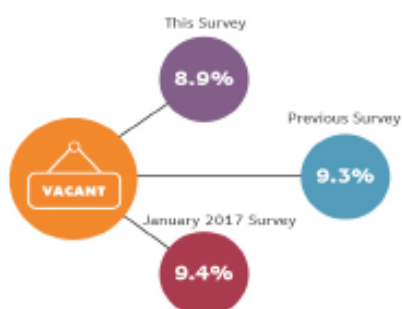
Source: Theatre Manager

Vacancy Rate Survey

Burnham on Sea
South West
January 2018



National Vacancy Rate Results



The National Town Centre Vacancy Rate was 8.9% in January 2018.

This is a drop of 0.4% from the vacancy rate of 9.3% in October 2017 which, in turn, was a 0.3% reduction on the 9.6% vacancy rate recorded in July 2017.

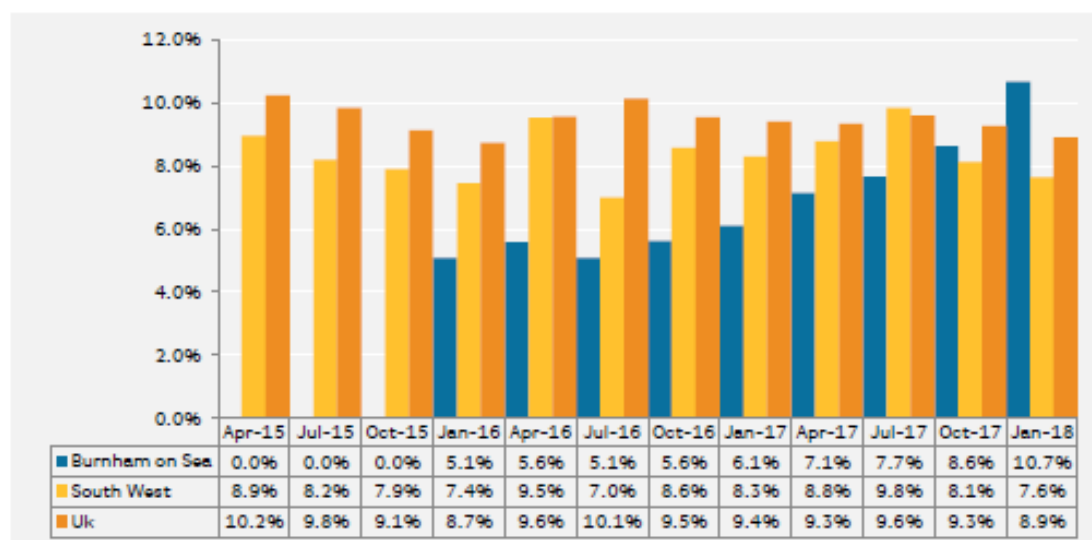
The result this quarter and those throughout the year, albeit moving in a positive direction remain higher than the benchmark low of 8.7% recorded in January 2016.

Table of Results

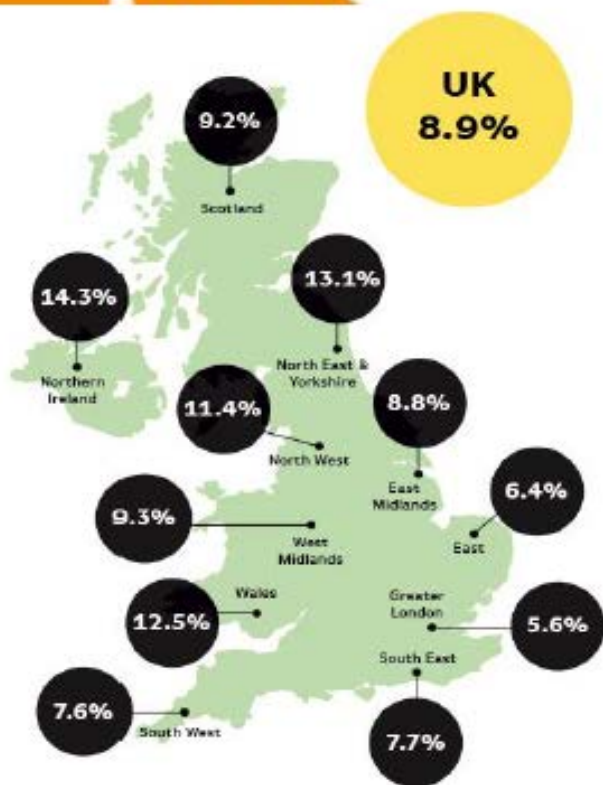
Springboard Vacancy Rate Survey	% Vacant Ground Floor Units
Burnham on Sea	10.7%
South West	7.6%
UK	8.9%
	% Independent Units
Burnham on Sea	82.4%
South West	44.7%
UK	42.9%

Survey Date: January 2018

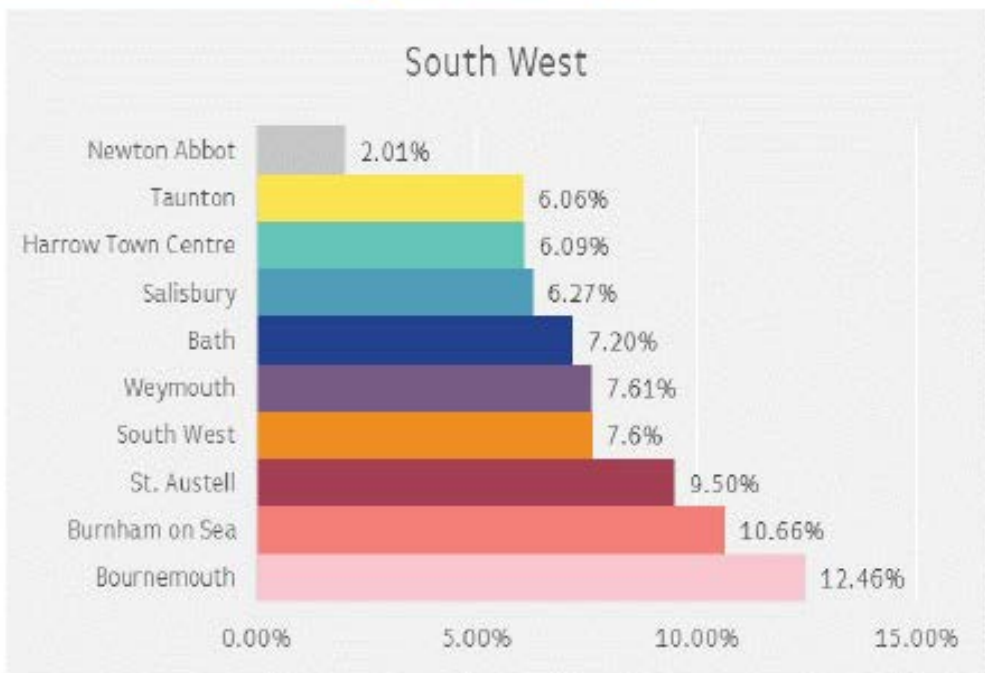
Historic Results



UK Regional Map



Local Town Results - South West



N.B. Please note by agreeing to share your data you consent to other towns viewing your data and you agree to not release any figures without prior permission from the relevant town.

Source: Springboard Data, via Alex Turco

Appendix 4

How and where in the Business Plan can the response to the criteria and tests of CIM funding and outcomes of CCF funding be found

The Burnham Evolution programme meets / fulfils the tests and questions set out by guidance for application to both CCF and CIM funds. While some projects are specific to a funding source, the Business Plan presents projects as a package, all of which seek to contribute either directly or indirectly to the tests and questions posed by the funding sources. All projects contribute to the overall vision, aims and objectives of the programme.

Satisfaction of the tests and questions will be elaborated in funding applications themselves.

CIM Criteria	CIM Test	Where in the Business Plan is this satisfied?
Community Need	Has the applicant demonstrated a need for the project in relation to the Hinkley Point C development?	Section 2, section 3 (particularly 3.2 and 3.4), appendix 3, sections 8.4.2, 8.6.2, 8.7.2, 8.8.2, 8.9.2, 8.10.2
Extent of Benefit	Will the project ensure a positive benefit and/or legacy to an adequate proportion of people within that community and where possible the wider community?	Section 5, section 6, sections 8.4.6 – 8.4.8, 8.5.6 – 8.5.8, 8.6.6 – 8.6.8, 8.7.6 – 8.7.8, 8.8.6 – 8.8.8, 8.9.6 – 8.9.8, 8.10.6 – 8.10.8, section 10
Quality of Life	Will the project enhance the quality of life of the local (and wider) community affected/potentially affected by the Hinkley Point C development?	Sections 8.4.6 – 8.4.8, 8.5.6 – 8.5.8, 8.6.6 – 8.6.8, 8.7.6 – 8.7.8, 8.8.6 – 8.8.8, 8.9.6 – 8.9.8, 8.10.6 – 8.10.8
Community Support	Does the project have support from the local community and the local business community?	Section 3.1.3, appendix 2, section 9, appendix 6
Partner Support	Are partners involved in the project?	Section 1.1, section 11, section 12
Governance	Are good governance arrangements in place, including financial and project management to ensure deliverability?	Section 12, section 8.8
Sustainability	Will the project contribute to achieving sustainable communities, environmental sustainability and contribute to regeneration objectives? Is the project financially sustainable?	Section 10, sections 8.4.6 – 8.4.8, 8.5.6 – 8.5.8, 8.6.6 – 8.6.8, 8.7.6 – 8.7.8, 8.8.6 – 8.8.8, 8.9.6 – 8.9.8, 8.10.6 – 8.10.8, section 6
Value for Money	Does the project offer value for money? Has effort been made to maximise the impact of any funding? Has effort been made to secure match funding?	Section 10, section 8.8, section 8.9, section 8.11, section 7

CCF Outcome / Test	Where in the Business Plan is this satisfied?
Regeneration and economic growth through projects that directly or indirectly create sustainable jobs and safeguard existing jobs	Section 10. Directly: section 8.5 (particularly 8.5.6), section 8.7 (particularly 8.7.6) Indirectly: section 8.4 (particularly 8.4.6), section 8.6 (particularly 8.6.6), section 8.8 (particularly 8.8.6), section 8.9 (particularly 8.9.6), section 8.10 (particularly 8.10.6)
How plans for economic growth address local needs and priorities	Sections 3-6, section 9 in relation to the identification of needs and priorities. Section 8.4.3. Sections 8.4.6 – 8.4.8, 8.5.6 – 8.5.8, 8.6.6 – 8.6.8, 8.7.6 – 8.7.8, 8.8.6 – 8.8.8, 8.9.6 – 8.9.8, 8.10.6 – 8.10.8

Appendix 5

Burnham Evolution Community Consultation Questionnaire



Burnham Evolution - Revitalising our seaside town

Survey

Burnham Evolution seeks to enable the community to meet the challenges and maximise the benefits of being a rural, coastal community. We aim to do so by revitalising our seaside and community assets and increasing our resilience as a year-round destination. Please help us to breathe new life into Burnham-on-Sea for residents and visitors by telling us what you think of our ideas and what we might have forgotten.

Please tick your age range below

Years			
15-25		45-65	
25-45		65+	

	About you	
	Do you live in the postcode area (please circle): 1) TA8 2) TA9 3) Elsewhere in Somerset 4) Elsewhere in the UK 5) Outside the UK	
	What do you like most about Burnham-on-Sea?	
	Do you think there is enough in Burnham-on-Sea to attract visitors?	Yes/No
	Do you think Burnham-on-Sea could make more of its seaside location and Sea Front?	Yes/No
	Do you think the town has enough for people to do out of season and in poor weather?	Yes/No
Below are some suggested improvements. Please indicate whether or not you would like to see them happen by ticking one of the four options alongside them		
	Refurbished shelters on The Esplanade & re-built shelters on the South Esplanade	Absolutely Possibly No

	New sign posts & information boards	Absolutely Possibly No
	A walking trail along the Esplanade with distance markers	Absolutely Possibly No
	New benches & bins	Absolutely Probably No
	Improved lighting	Absolutely Possibly No
	Pavement games	Absolutely Possibly No
	Artwork on the landside of the Sea Wall	Absolutely Possibly No
	A trim trail of exercise equipment on the South Esplanade	Absolutely Possibly No
	Other	Please specify
	What more could be done to welcome visitors?	
	<p>There is a large tarmac area on the South Esplanade. Please tick which of the following you would you like to see there:</p> <ul style="list-style-type: none"> 1) Children's play area 2) Water feature 3) Raised flower beds 4) Nothing 5) Other (please specify) 	
	<p>What do you use the Sea Front for most;</p> <ul style="list-style-type: none"> 1) Walking 2) Dog walking 3) Relaxing 4) Exercise 	

	5) Other	
	Would you like to see the Princess Theatre refurbished?	Yes/No
	How often do you visit The Princess Theatre? 1) Once a week 2) Once a month 3) Once a year 4) Never	
	What would encourage you to visit the Princess Theatre more often?	
	For what purpose do you visit the Princess theatre: 1) A show 2) The café 3) Meetings 4) Food Festival 5) Other 6) I don't	
	How would you market Burnham-on-Sea?	
	Do you think there should be more help for small businesses in the Burnham and Highbridge area?	Yes/No
	If there were a chance to acquire a large, vacant building in the town to help Burnham Evolution in meeting its aims, would you support it?	Yes/No

Please return by **1st June 2018** to BiARS or The Princess Theatre.

Alternatively scan and email to consultation@burnham-highbridge.org

Thank you for taking the time to help us.

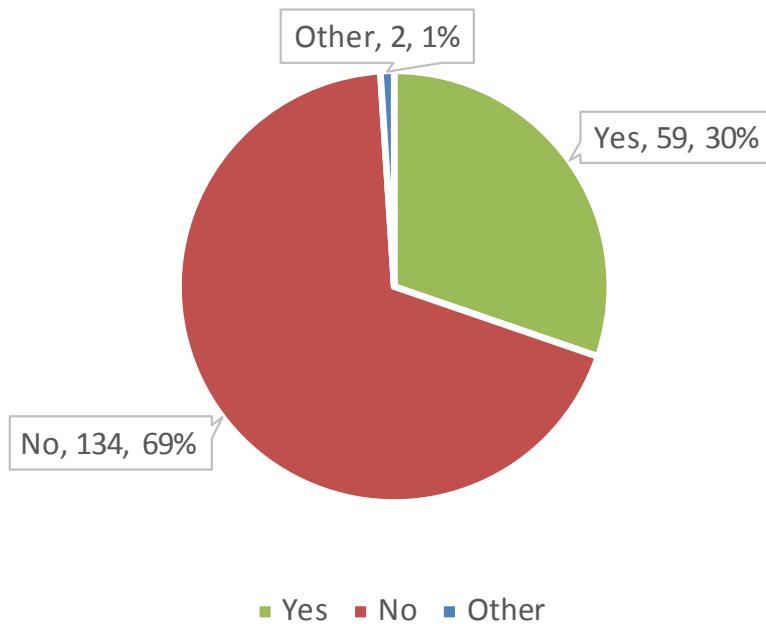
Burnham Coastal Communities Team

Appendix 6

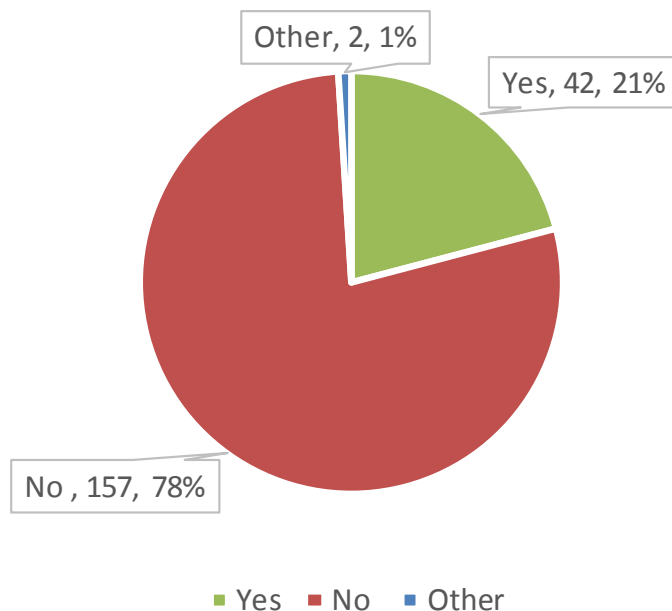
Burnham Evolution Community Consultation Response Tables

The following pages set out the results from the community consultation on the emerging Burnham Evolution projects.

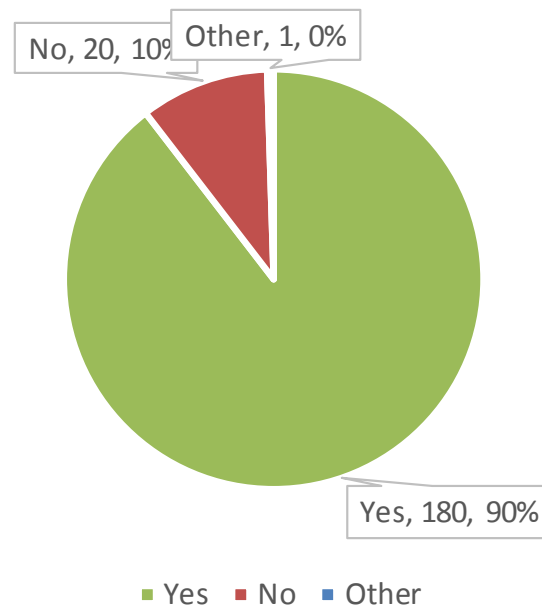
Do you think there is enough in
Burnham-on-Sea to attract visitors?



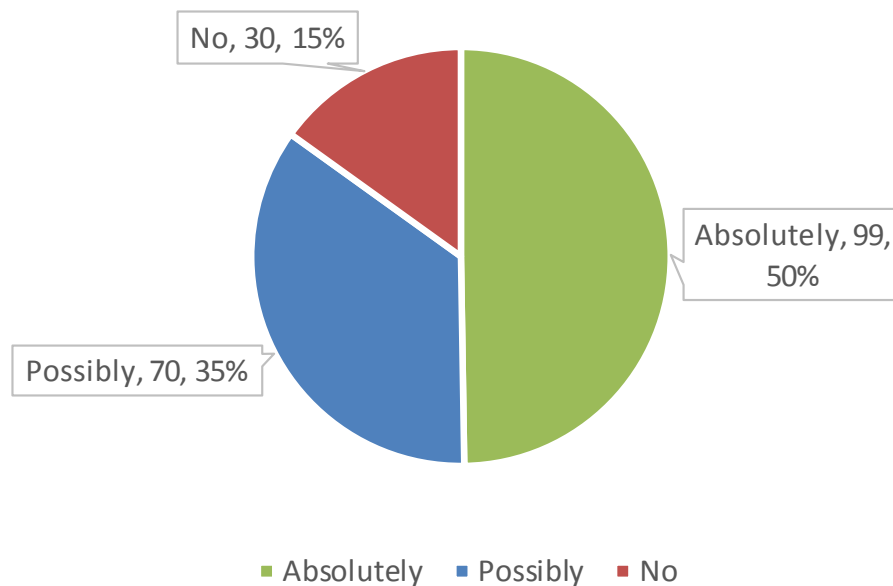
Do you think the town has enough for people to
do out of season and in poor weather?



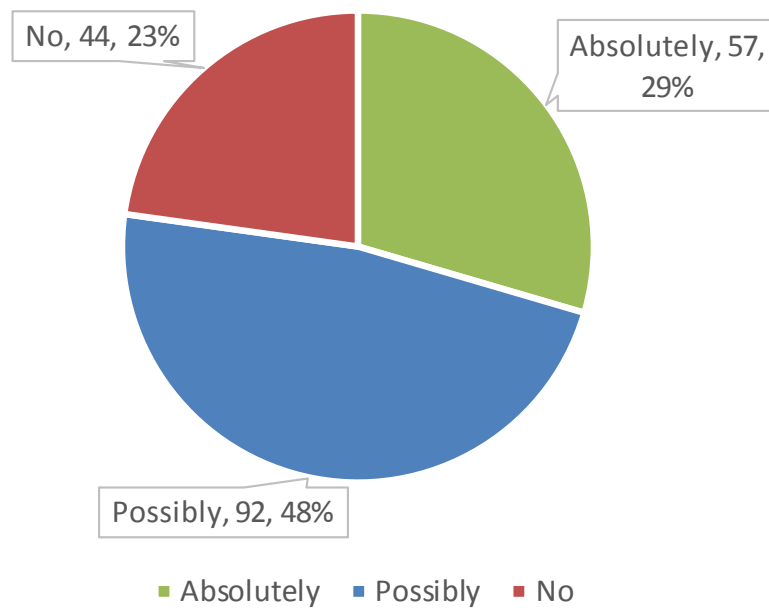
Do you think Bunrham-on-Sea could make more of its seaside location and seafront?



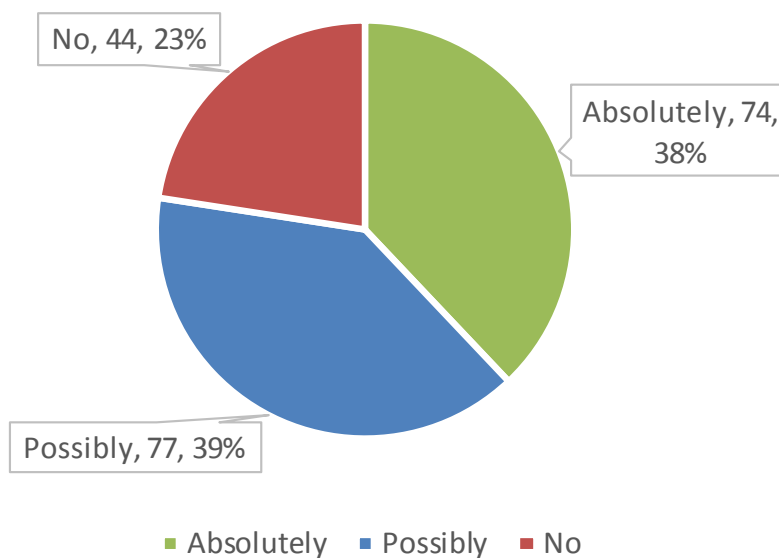
Refurbished shelters on The Esplanade and re-build shelters on South Esplanade?



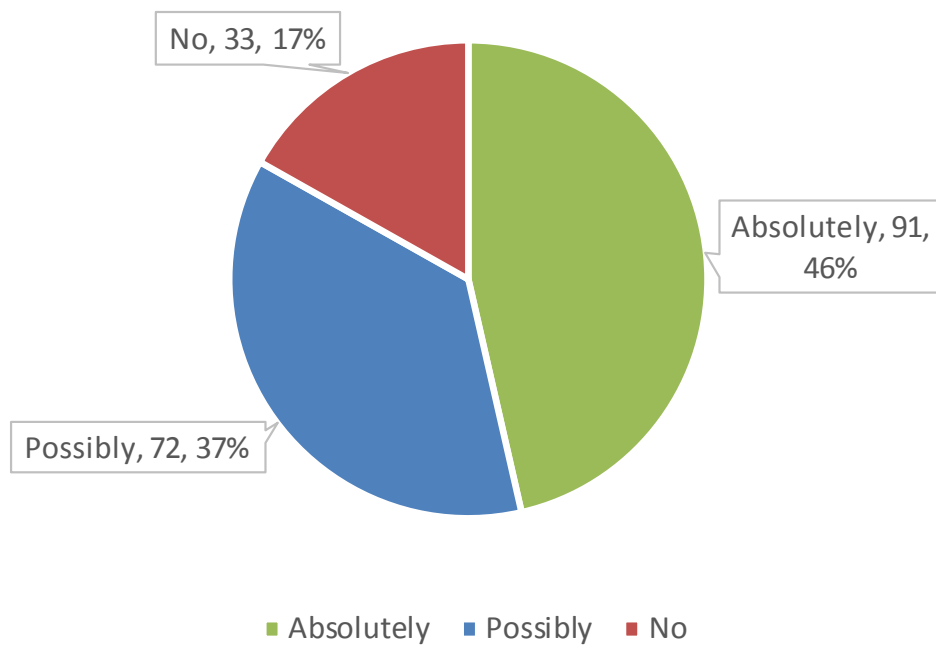
New sign posts and information boards?



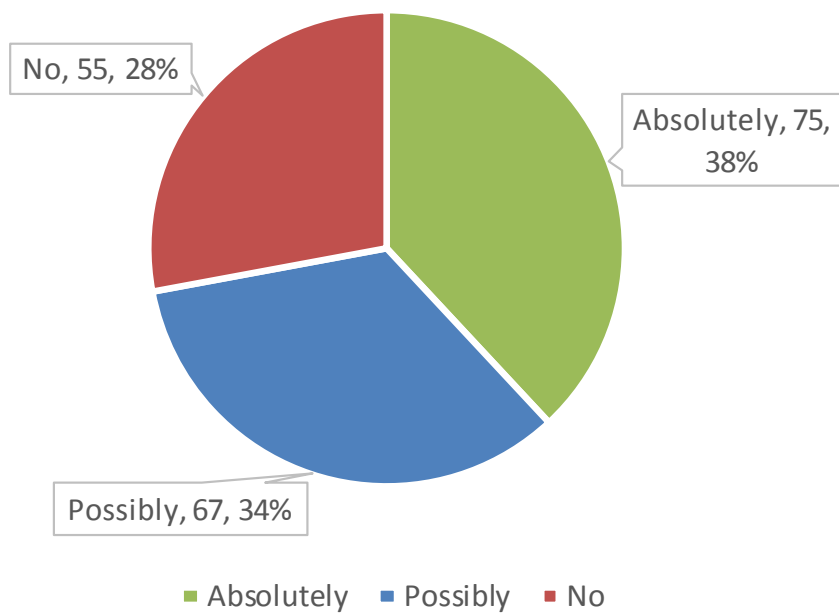
Walking trail along the Esplanade with distance markers?



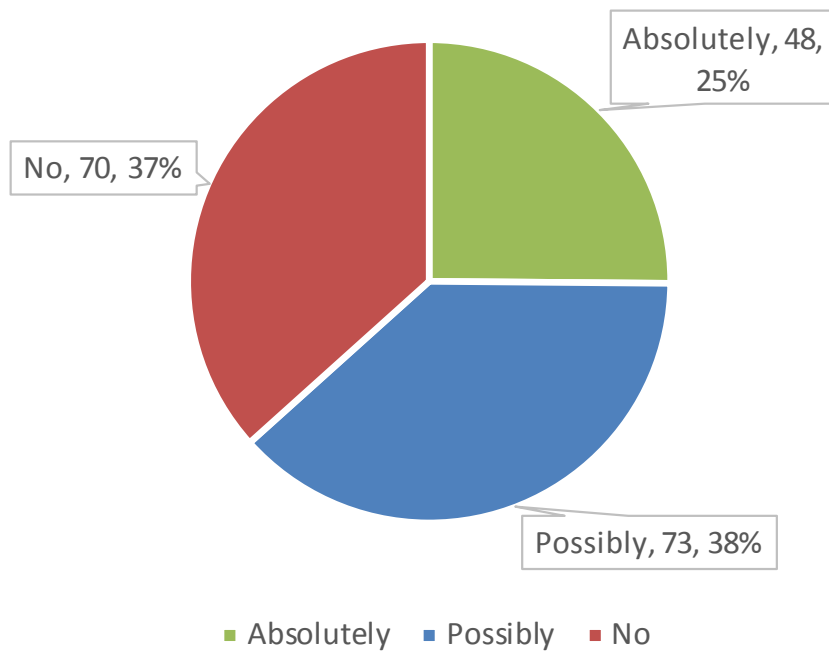
New benches and bins?



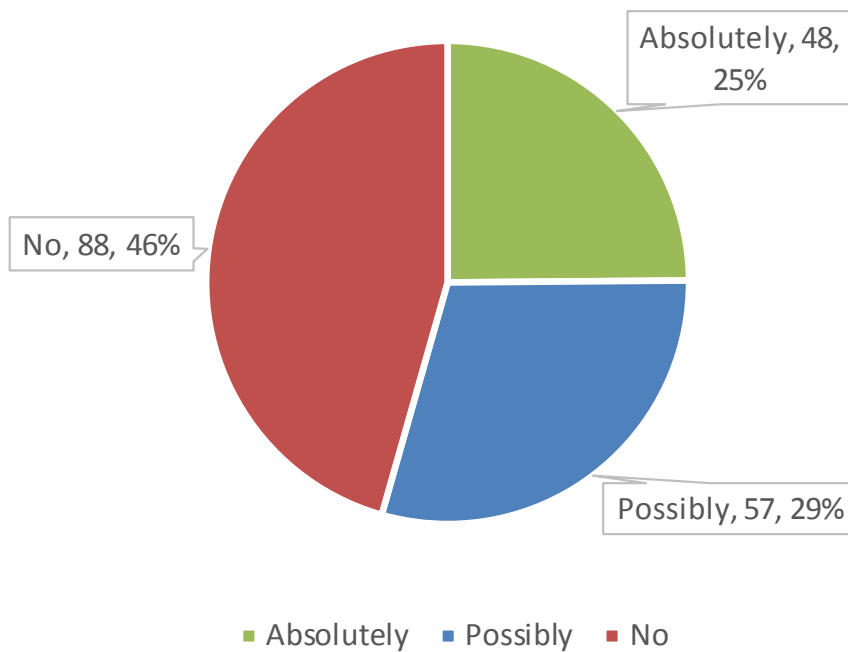
Improved lighting?



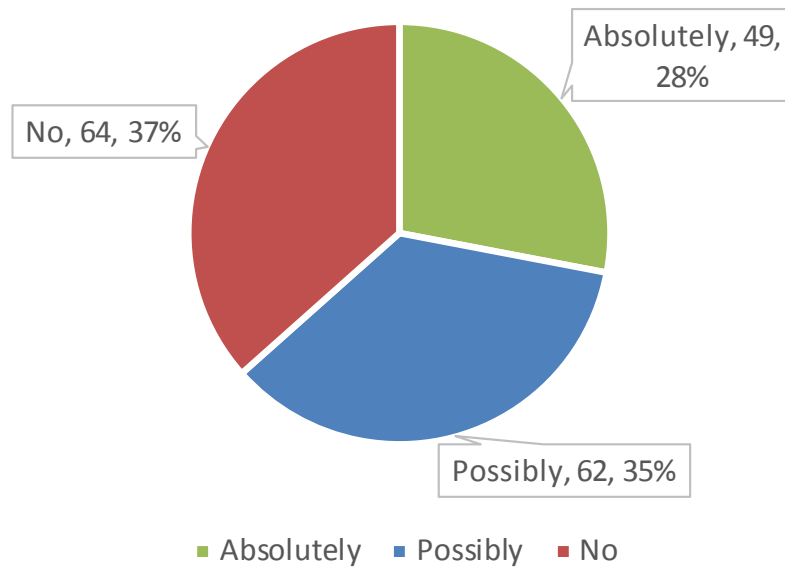
Pavement games?



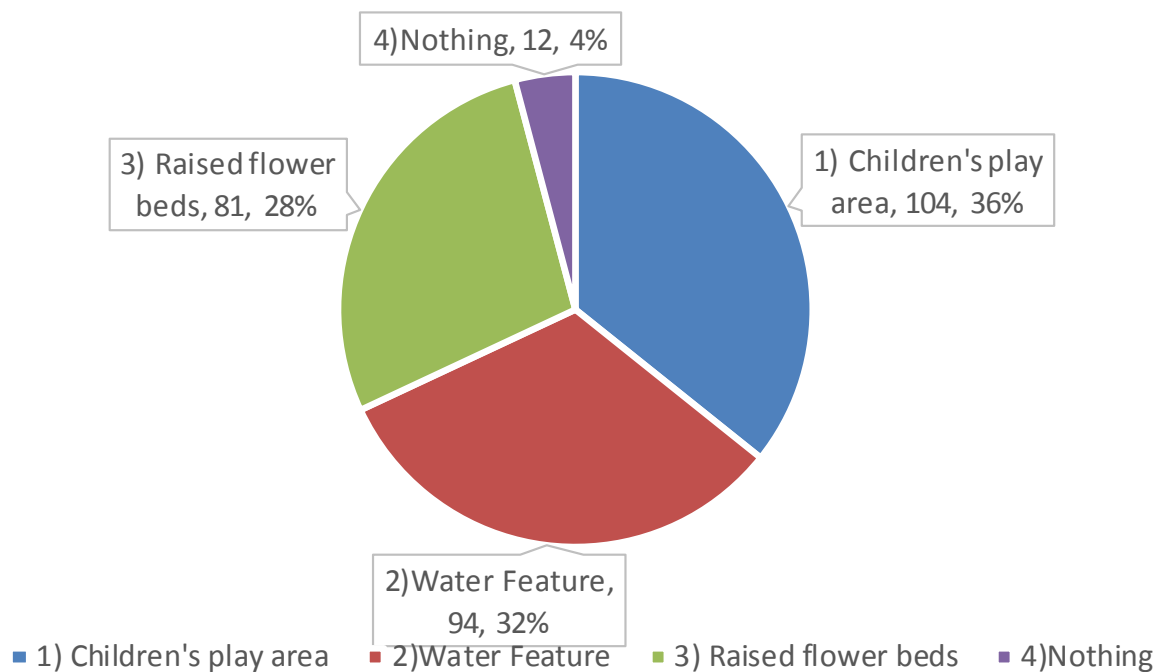
Artwork on land-side of seawall?



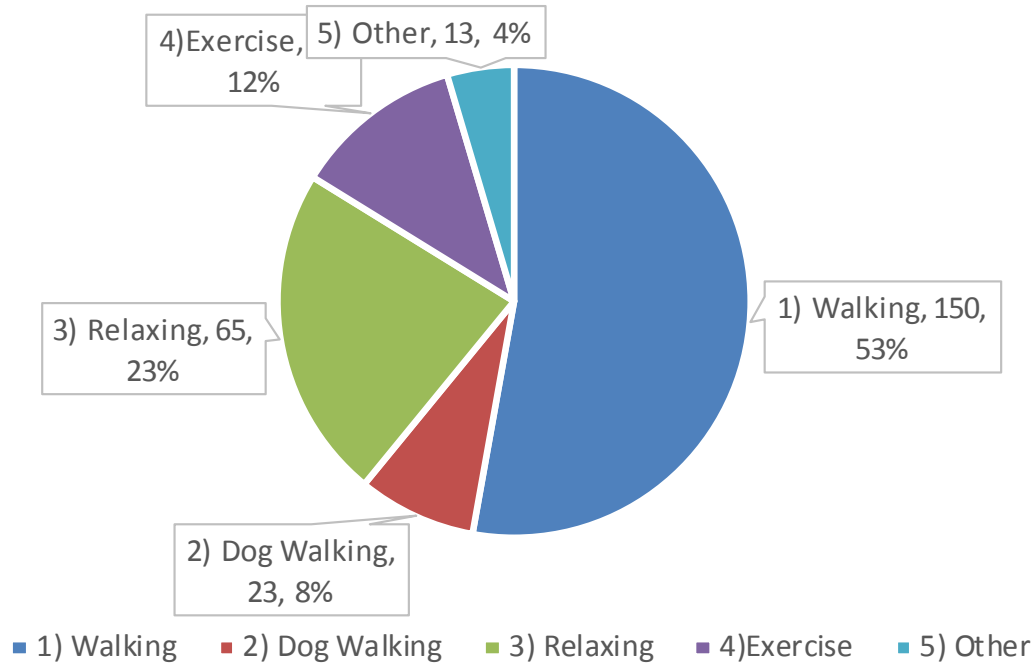
Trim-trail of exercise equipment on the South Esplanade?



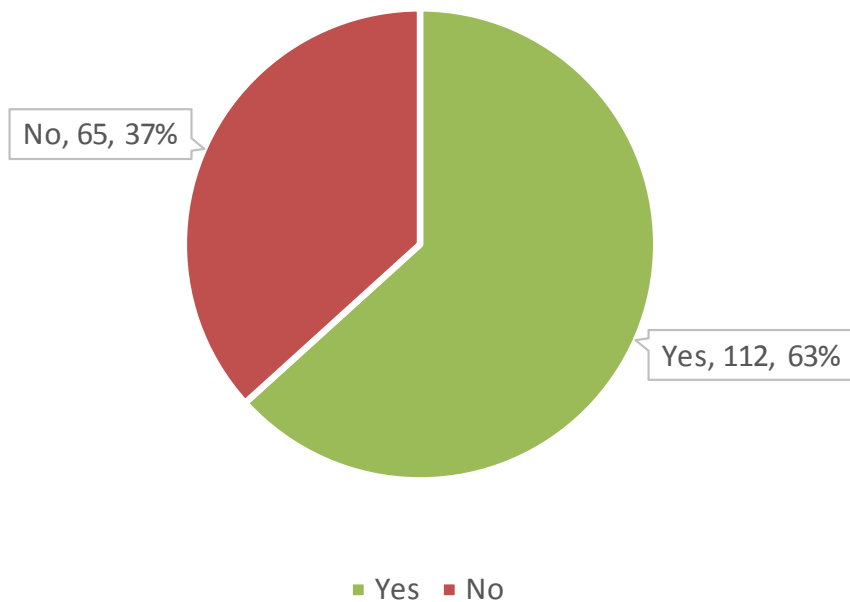
Use for large tarmac area on South Esplanade?



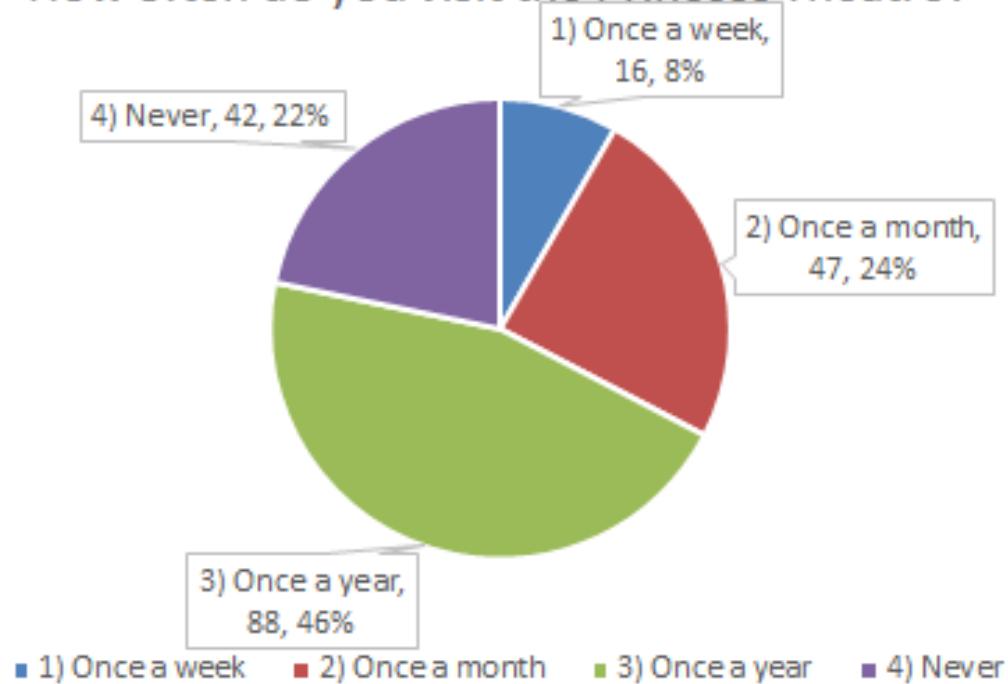
What do you use the seafront for most?



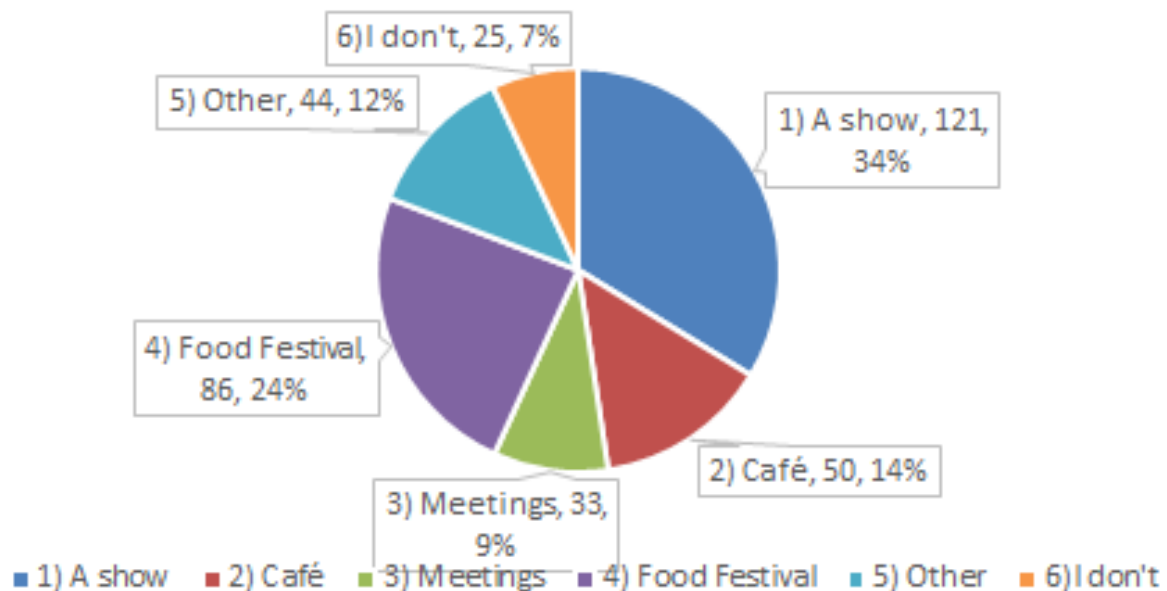
Like to see the Princess Theatre refurbished?



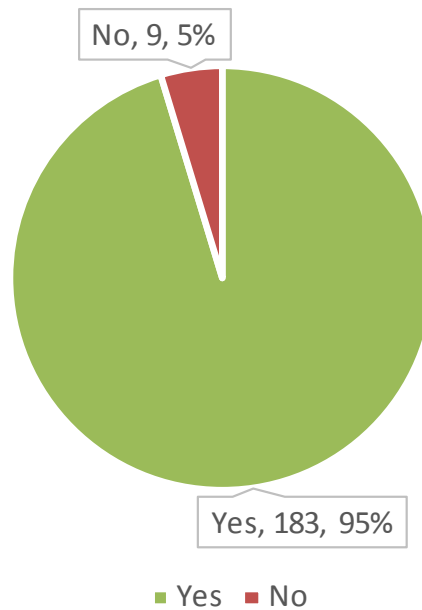
How often do you visit the Princess Theatre?



For what purposes do you visit the Princess Theatre?



Do you think there should be more help for small businesses in the Burnham and Highbridge area?



Would you support purchase of a vacant building in the town centre to help meet Burnham Evolution aims?

