

# THE HSHAZ HERALD

NEWS FROM THE LONDON ROAD, (SOUTH) LOWESTOFT HIGH STREET HERITAGE ACTION ZONE



*Lowestoft Seafront, taken as part of East Suffolk Council's place branding. Credit: East Suffolk Council / Steve Bright*

## Welcome to the London Road, Lowestoft High Street Heritage Action Zone!

The London Road, Lowestoft High Street Heritage Action Zone (HSHAZ) officially launched in October 2020 and compliments the existing Heritage Action Zone (HAZ) in North Lowestoft which launched in 2018. The High Street HAZ is a four-year heritage led regeneration scheme which will deliver physical works to improve the appearance of commercial buildings within the area and be accompanied by an exciting range of cultural activities and events to celebrate the heritage and culture of the HSHAZ and the North Lowestoft HAZ. The boundary encompasses a significant portion of the South Lowestoft Conservation Area, and spans 1.5km from Surrey Street on London Road North, to Carlton Road on London Road South.

The High Street Heritage Action Zone scheme was launched by Historic England and the Ministry of Housing, Communities and Local Government, and is funded by East Suffolk Council and Historic England, delivered with the support of Lowestoft Town Council and East Suffolk Building Preservation Trust. There are 68 High Street Heritage Action Zones across the country, and Lowestoft is one of only 8 places in England to benefit from both a Heritage Action Zone and a High Street Heritage Action Zone.

Since October, work has already begun on revising the South Lowestoft and Kirkley Conservation Area Appraisal and Management Plan, and a consultant has been appointed to prepare a heritage-focused Masterplan for South Lowestoft and Kirkley to explore opportunities for public realm and connectivity improvements to set out a long-term vision for the area. The HSHAZ will run for four years from 2020, and conclude in 2024.

## Hi! From the HSHAZ Project Officer

### Rebecca, HSHAZ Project Officer

This newsletter highlights all the great work that is taking place within the High Street Heritage Action Zone, and we are only 6 months into the four-year project with many more wonderful schemes still to take place! This really is an exciting time for Lowestoft, with the two Heritage Action Zones and Towns Fund bringing huge investment to the town.

As the country moves out of lockdown measures, I am looking forward to seeing shops, hospitality and services reopen and our high streets being used again centres of commercial activity.

I'm excited to be working with many of you over the next 3 years. Through the conservation grant scheme, cultural programme, supporting local businesses and engaging in community events, there are loads of ways to be involved with the High Street Heritage Action Zone. Keep an eye on our social media accounts and newsletters to stay up to date with the latest information!

## South Lowestoft Conservation Area Appraisal

### Meg Lloyd-Regan, Place Services

We are delighted to report that work has begun on the South Lowestoft Conservation Area Appraisal and Management Plan, as part of the wider HSHAZ project. The Conservation Area is being updated by the team at Place Services, who will research the historic development of Lowestoft and Kirkley village, review existing boundaries, assess the extent of Article 4 coverage, undertake a character assessment, and produce a management plan for the area.

#### *What is a conservation area?*

A conservation area is an 'area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance'. They exist to protect the features that make them unique and distinctive.

The current South Lowestoft Conservation Area Appraisal dates from 2007 and requires updating in line with current planning policy and guidance. The update will support the aims of the London Road, Lowestoft HSHAZ. This process will also include an assessment of historic shopfronts and the extent of the Article 4 direction coverage in the area (for more information on Article 4 directions, please see Historic England's website).

The project will explore the unique heritage of the Conservation Area, spanning across South Lowestoft and Kirkley village. It will cover the historic and archaeological significance of the area, ranging from its prehistoric and medieval settlement through to its expansion as a seaside resort following the arrival of the railway and vision of Sir Samuel Morton Peto, 'the maker of modern Lowestoft', in the 19th century. It will also expand on the vital role Lowestoft played during the First and Second World Wars, and its post war history. The appraisal will outline the character of the Conservation Area, highlighting the things that contribute to its special interest. This will provide a framework to both manage and guide change in the South Lowestoft Conservation Area.

If you have any information on the historic development of the Conservation Area that you would like to submit, or any questions you would like to raise about the Conservation Area, please contact [economicregen@eastsuffolk.gov.uk](mailto:economicregen@eastsuffolk.gov.uk)

## Call for memories and stories of South Lowestoft

### Dean Parkin & Naomi Jaffa, Poetry People

We are asking local people to share memories and photographs of the London Road, Lowestoft High Street Heritage Action Zone to be part of two new community-focused projects.

Your stories and pictures could become part of a new video poem by local writer Dean Parkin which will be produced by Poetry People this spring.



*Dean Parkin and Naomi Jaffa, Poetry People*

Given the huge popularity of Dean's 'Right Up Your Street' video poem about the north end of the High Street and Scores which we commissioned last autumn, we've asked him to create something similar for the southern half of town. Any material gathered will also be used to create a unique archive of images and stories to explore and commemorate this area of Lowestoft in the 20th century.

The area in question starts at old post office in London Road North and Station Square, over the bridge, and down London Road South to Kirkley. The projects hope to uncover fresh pictures and stories about the shops, places and people who have lived and worked there. Dean himself recalls: "The south end of town holds a lot of memories for me. Haircuts at Bruce's the barbers, sausages from Hutson's the butchers and football boots from Reg Regis sports shop. And a portion of chips for lunch at Gibbs!"

An exhibition is planned to showcase the appearance of area in times gone by, illustrated by these images once Covid restrictions have been lifted.

So, if you have any photographs or memories which you wish to share, please get in touch with Poetry People on Facebook (@thosepoetrypeople), Heritage Action Zone social media channels, or by emailing [economicregen@eastsuffolk.gov.uk](mailto:economicregen@eastsuffolk.gov.uk)



*Bambers, Station Square early 1980's. Photo courtesy of the Jack Rose Collection*



## Lowestoft Awarded £24.9m for Regeneration!

Following a successful bid to the Government's £3.6 billion Towns Fund, on the 3rd March it was confirmed that Lowestoft would be offered £24.9 million to invest in the regeneration of the town, driving economic growth and acting as a catalyst for future investment.

In 2019, Lowestoft was chosen as one of 100 UK towns to benefit from the Government's Towns Fund. Each town was invited by the Ministry for Housing, Communities and Local Government to develop a proposal for a Towns Deal, with up to £25 million available to bid for.

In October 2020, a Town Investment Plan which sets out Lowestoft's ambitions, opportunities and challenges over the next ten years, was submitted to the Ministry for Housing, Communities and Local Government as the basis of a £24.9m application to the Towns Fund. The plan was developed in partnership with the Lowestoft Place Board, which comprises representatives from public, private and voluntary organisations and is managed by East Suffolk Council. Projects included in the Investment Plan are focused on housing, employment, skills, infrastructure, retail, leisure, culture and heritage, but the investment will also support the town's wider long-term recovery from Covid-19.



Specifically, for the London Road High Street Heritage Action Zone, developments will include investment within the Station Quarter at the southern end of London Road North within the Town Centre. This will include the regeneration of the former Post Office building, regeneration of a vacant building at Lowestoft Railway Station and enhancements to the public realm at Station Square. Moving across the Bascule Bridge, further investment is being planned for vacant land at South Quay Wharf, a key entrance site for visitors to the town accessing the seafront, along with a package of investments along the seafront itself. These interventions all strategically align with the ambitions of the HSHAZ.

Further details of the projects can be found within the Town Investment Plan.

Work has now begun to prepare business cases for each project put forward within the Town Investment Plan to show how they will be implemented within the timeframe of the funding. This process will take 12 months with project delivery expected to begin from April 2022.

## New look for Lowestoft

In 2018, East Suffolk Council, through the Making Waves Together project, started a placemaking project to help promote Lowestoft, as a place to live, work and do business.

Pre-Covid, we brought people together through workshops and surveys, with over 200 people and organisations contributing. We wanted to change the story that Lowestoft was seen at the end of the line, and instead flip that to Lowestoft being where the line started.

We wanted to highlight that Lowestoft was a place of innovation, with the offshore industries and marine science and that we were surrounded by beautiful vistas and landscapes, with the Broads National Park and rich sandy beach on the coast. We wanted to be a place of firsts and lead the way, that being the most Easterly point of Britain, Lowestoft is the first place the sun touches every day, the place where the day starts.

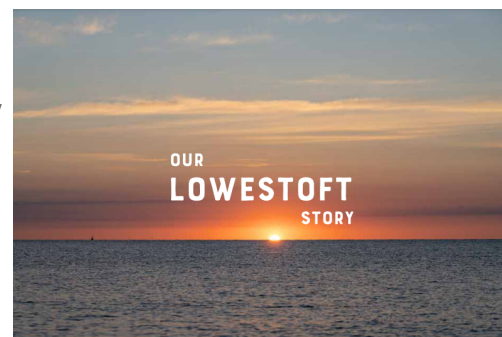
The place making project aims to bring forward more opportunities for communities and businesses to hear more about what is happening in their town and involve them more.

East Suffolk Council and local partners started the development of a Place Board and the Lowestoft Story. This work helped shape the Town Investment Plan and Town Centre Masterplan, by which a place branding toolkit for the promotion of the town has been created complimented by an Ambassadors group which consists of people who have an interest in Lowestoft and who are passionate about all that Lowestoft has to offer. This involves people who are involved in the private, public, and voluntary sector. The Ambassadors will help to 'sell' Lowestoft and cascade the Lowestoft story within their networks (to employees, customers, clients, supply chains), and articulate a more vibrant and optimistic narrative. A small group of Lead Ambassadors has been created to lead on the telling of the story and engage others in this initiative.

The Lowestoft Story and Ambassador Programme will promote what makes Lowestoft special, competitive and different to other places. By bringing this together in a new story that every organisation and individual across the area can share and be part of it, the 'rest of the world' will start to see and hear a more confident and consistent message about what makes Lowestoft unique.

Our regeneration and placemaking work has recently been recognised by IESE Public Sector Transformation Awards, where we have been named as finalists in the Asset Management and Regeneration category. This is a hugely exciting announcement for the team.

To find out more about the Lowestoft Story, visit [www.eastsuffolk.gov.uk/business/regeneration-projects/lowestoftplacemaking](http://www.eastsuffolk.gov.uk/business/regeneration-projects/lowestoftplacemaking)



## A sign of thing to come!

A survey of the HSHAZ public realm found that the appearance and legibility of some of the road name signs across the area were poor and in need of refreshing. We are therefore working with Norse to replace 13 tired street name plates with shiny new ones so that all of the road names in the HSHAZ are visible and can be easily read.

The road signs which will be replaced are located on Beach Street, Bevan Street East, Carlton Road, Claremont Road, Commercial Road, Grosvenor



*Credit: East Suffolk Council*

Road, London Road North and London Road South. The historic cast iron road sign for Windsor Road will be repaired and reinstalled.

The works will be completed by June 2021.

## South Lowestoft Seafront and HSHAZ Masterplan

**Jon Sheaff – Director, Jon Sheaff and Associates**

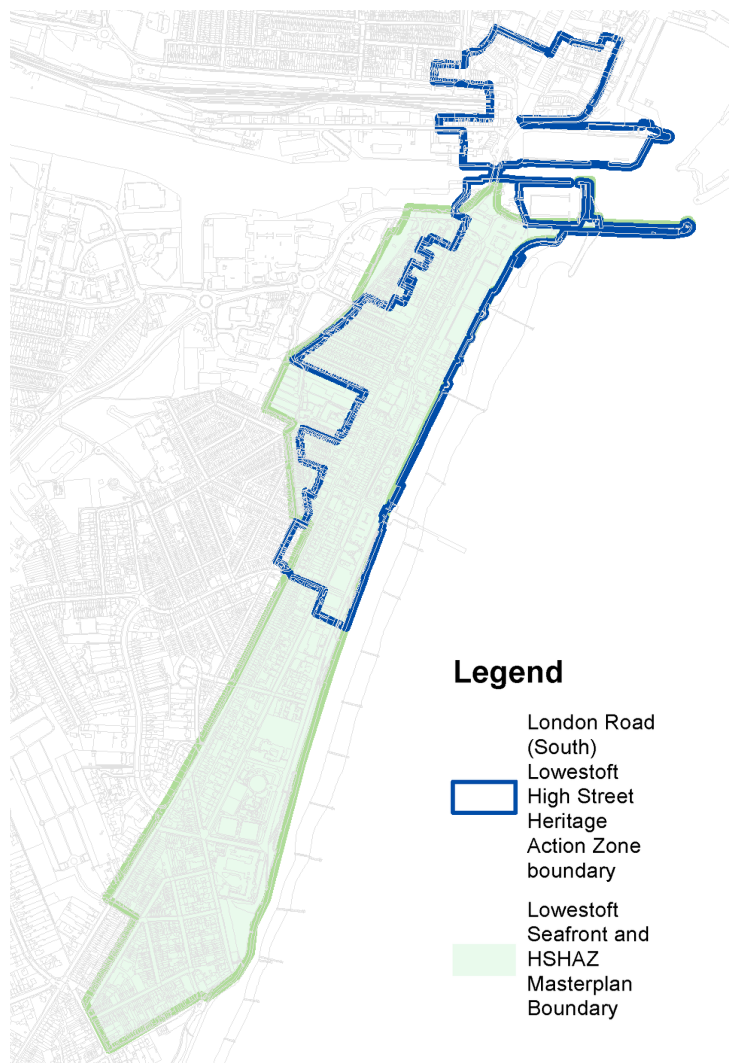
Jon Sheaff and Associates are leading a team of cost management consultants, transport infrastructure designers, public art, and lighting design specialists, who have recently been appointed to deliver the masterplan project for Lowestoft seafront and High Street Heritage Action Zone, which will incorporate a large area of Kirkley, from the Bascule Bridge to Pakefield.

It is a tremendously exciting time to be working in Lowestoft and it is a privilege to have the opportunity to contribute to the significant changes that will be put into effect in over the next few years. There is already lots going on with plans afoot for the South Pier, the East Point Pavilion, the Jubilee Chalets, and the beach boardwalk; we are fortunate to have this energy to build on as we develop our project.

We are working in a really exciting part of the town that already has fantastic spaces and places to be proud of – the esplanades and the adjoining open spaces, the magnificent beach, and the busy commercial hub on London Road South in Kirkley are great raw materials for us to work with. The most important thing for us is that we develop solutions that are right for Lowestoft and for the people that live and work here.

The Covid-19 pandemic has made us adapt the ways in which we can work with you to develop and refine our ideas. In the short term, we will be restricted to digital platforms, but we are trying to reach as many people as we can this way. Hopefully as lockdown restrictions ease, we will be able to spend more time meeting you and discussing the things that matter to you.

If you have any queries, please do not hesitate to contact ESC's Regeneration team via email, [economicregen@eastsuffolk.gov.uk](mailto:economicregen@eastsuffolk.gov.uk)



*HSHAZ and masterplan boundaries 2021*

## Business Support

The East Suffolk Means Business website, [www.eastsuffolkmeansbusiness.co.uk](http://www.eastsuffolkmeansbusiness.co.uk), is an excellent starting place for finding what business support is available to small businesses across our towns and wider district. Much of the Covid-related information, including grants, health and safety, and advice about re-opening is on this website, as well as a wealth of information on East Suffolk Council's website [www.eastsuffolk.gov.uk/business](http://www.eastsuffolk.gov.uk/business).

You can also email the team about any enquiry regarding business support: [economicdevelopment@eastsuffolk.gov.uk](mailto:economicdevelopment@eastsuffolk.gov.uk)

There are a number of East Suffolk business support projects on the horizon including the extension of the Digital Advice Service pilot which ran until the end of March. This will become a far larger programme of business support all around digital growth and support themes. It will include an interactive website, a full workshop programme as well as individual business advice support and a programme to support high street businesses.

If you would like to sign up for more information about the service and be notified when it is relaunched later this year, please email [smarthtowns@eastsuffolk.gov.uk](mailto:smarthtowns@eastsuffolk.gov.uk).





*Whapload Road, 1st Feb 1953 after the flood. Photo courtesy of the Jack Rose Collection*

## Lowestoft Heritage Action Zones Cultural Programme

The London Road HSHAZ, in partnership with the North Lowestoft HAZ, has been successful in securing funding to deliver a three-year cultural programme across both the HAZ's.

Funded by Historic England, National Lottery Heritage Fund and Arts Council England, there will be a number of cultural opportunities for residents to explore the history of the shops and buildings in the HAZ's. We will also be able to showcase the shops that are currently providing services to our local communities through a shop local campaign which will help support footfall into Kirkley, Station Square, Bevan Street, London Road North, and the historic High Street.

Communities will be provided with opportunities to start planning activities to commemorate the 70th and 10th anniversary of the 1953 and 2013 flooding and take part in activities around seaside holidays in Lowestoft, recognising the towns long heritage of being a Victorian seaside resort. There will also be events linked to the former Post Office and the 175th anniversary of Lowestoft Railway Station.

The activities will be delivered by a range of cultural partners and led by the Lowestoft Cultural Leadership Group. In April we will be asking cultural groups to come forward and submit their ideas to help shape the programme. If you are interested in being involved, please contact [economicregen@eastsoffolk.gov.uk](mailto:economicregen@eastsoffolk.gov.uk) for more details.



## Virtual Creative Hub

In Summer 2020, East Suffolk Council commissioned Focus Consultants to undertake a creative industry needs assessment and growth plan. The Creative Hub Needs Assessment determined that the creative industries are a small but growing sector in Lowestoft, with the potential to play an important role in the future economy of the town.

To grow the sector, the Growth Plan identified three key areas of intervention:

- Increasing concentration of creative and cultural activity
- Creation of a focal point
- Supportive and active creative network

East Suffolk Council plan to implement these areas of intervention over three phases, with phase one building a supportive and active creative network through a virtual creative hub.

East Suffolk Council has secured funding from Arts Council England to kick start a virtual creative hub for the town, which will include networking opportunities, training, 1-2-1 support and small grants programme for creative enterprises.

There are many creative makers and groups in the HAZ which will benefit from this new virtual hub. We are currently still in project development phase, but check the next edition of the HAZ Herald, or keep an eye on our social media posts, for more information about this exciting project.

## HAZ Business Survey

The last 12 months has been unprecedented and challenging for businesses in the Lowestoft Heritage Action Zones, but despite this we have seen a number of new businesses start up, expand and adapt.

The Heritage Action Zones, in partnership with East Suffolk Council's Economic Development team East Suffolk Means Business, are developing a pilot programme of online training to support local businesses.

We would be grateful if you could take 2-5 minutes to complete our survey to help inform what training is prioritised and delivered. You can access the survey via our Facebook or Twitter pages, where you will also find a link to our Privacy Notice which explains how your data will be handled.

Please note that the survey closes  
Tuesday 4th May

## First Light Festival presents First Flight

**Genevieve Christie - Director, First Light Festival C.I.C.**

This year, as we emerge from severe Covid restrictions, and in place of a full festival, First Light Festival C.I.C. is programming a series of projects 'First Light presents Longest Days of Summer'.

As part of this, 'First Flight' is our large-scale community project that celebrates Lowestoft's most easterly coastline, connecting artists, communities, schools, and businesses across the town through nature and art to boost well-being and support our connection to the natural world, something that has been so important to people during the Covid pandemic as well as a being a major planetary priority.

Lowestoft's beach is the first landing post for a variety of birds that migrate from across the world to settle, breed and fulfil their lifecycle. In partnership with Suffolk Wildlife Trust and Carlton Marshes Nature Reserve, First Flight celebrates the region's birdlife and spotlights the importance of the natural world and its ecosystems, especially habitats within an urban context. Its focus is creating beautiful, imaginative, and fun bird boxes to raise awareness of the need for nesting sites for birds, particularly those such as swifts.

These bird/nest boxes do not have to be functional – but they can be! The idea is to bring colour and creativity to the town over the weekend of the 26th and 27th June with an outdoor exhibition of artist designed boxes in Kensington Gardens and at Carlton Marshes Nature Reserve, for shops in both the North and South HAZ's to get involved and create a bird box that represents their business, and for schools to make boxes that will be displayed in town for all to see. Shops, community groups and schools will be supplied with a cardboard box to either be used as inspiration or as the bird box to be decorated.

As Lowestoft is the most easterly point of England, this is where many of the birds who migrate arrive after their long flight from far-a-way lands. First Light and Suffolk Wildlife Trust would like you to be involved in developing our awareness about the birds

we find in our gardens and the green spaces around us and to encourage you to visit Carlton Marshes - where a wide variety of birds can be found right on our doorstep.

**First Flight**

First Flight combines a curated exhibition targeting regional artists, an artist open call and a school and community project. We really hope you will get involved and visit the exhibitions over the midsummer weekend of 26th and 27th June.

To follow what's on this summer as part of First Light Festival, visit [www.firstlightlowestoft.com](http://www.firstlightlowestoft.com)

## Kirkley People's Forum - Enable Kirkley

Kirkley People's Forum (KPF) is the steering group for the Local Conversation in Kirkley. It was established 5 years ago by a group of Kirkley residents who want to help make the positive changes desired by the community happen, and meets regularly to discuss local issues.

Enable Kirkley is one of KPF's latest projects which aims to improve accessibility to businesses and achieve equality for people with disabilities. These could include physical/mobility disabilities, sensory impairments, psychological disorders or a cognitive or learning disability.

Businesses are encouraged to take part in the project to help improve accessibility in their premises, which includes a 30 minute virtual session delivered by a disabled person who has experienced positive and negative examples of adjustments.

The project will also include links/signposting to organisations who provide information about specific disabilities, accreditation to businesses who take part, and awards for businesses who demonstrate good practices or improvement.

For more information, please email [david@kirkleypeoplesforum.org.uk](mailto:david@kirkleypeoplesforum.org.uk)

### Keep in touch



Follow us:  
@lowestofthaz

Lowestoft Heritage Action Zones  
Visit our websites:  
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[historicengland.org.uk/lowestofthaz](http://historicengland.org.uk/lowestofthaz)

Email us:  
[economicregen@eastsuffolk.gov.uk](mailto:economicregen@eastsuffolk.gov.uk)

### Business Support



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### Kirkley Independent Traders (KIT)



@kittraders1

### Flytipping, abandoned vehicles, environmental health, parking

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0333 016 2000  
[www.eastsuffolk.gov.uk](http://www.eastsuffolk.gov.uk)  
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### Kirkley People's Forum



@kirkleypeoplesforum

