

THE HAZ HERALD

NEWS FROM THE NORTH LOWESTOFT HERITAGE ACTION ZONE



Photo 1 The photographic hoardings on Jubilee Way.

A new HAZ for South Lowestoft

Lowestoft is now officially home to two Heritage Action Zones - only one of eight dual HAZ's in England.

The London Road, Lowestoft High Street Heritage Action Zone (HSHAZ) will complement the North Lowestoft Heritage Action Zone (HAZ) that has been running since 2018. 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 ambition of the HSHAZ is to champion the value of heritage and kickstart regeneration in the area. By encouraging sympathetic and sustainable improvements to the local area such as conservation works, business support, and delivering community events through a cultural programme, the HSHAZ will enable the Partnership to engage people about the place and its heritage.

With an award of £560,000 from Historic England for the project, the London Road, Lowestoft High Street Heritage Action Zone (HSHAZ) will deliver:

- A shopfront improvement programme from 2021/2022;
- Engage the local community through events and training
- Provide business support for local traders;
- Produce a Conservation Area Appraisal & Public Realm Masterplan;
- Restore Lowestoft Post Office and bring it back into use;

The HSHAZ will run for four years from 2020-2024, and be managed by the Partnership that manages the North Lowestoft HAZ to ensure continuity and joined up thinking.

Photographic exhibition celebrates culture

In August, a new 180m photographic exhibition celebrating heritage and culture was created by FlipSide.

Located at the rear of the old Town Hall, covering Compass Street, Mariners Street and Jubilee Way, the exhibition also features information panels about the HAZ, and the aspirations for the Town Hall.

Designed by Suffolk-based brand design agency Yellobelly, the artwork features images from local and award-winning photographers, of projects that took place as part of the Making Waves Together programme.

The project was the final part of the three-year Making Waves Together project and the Great Places Scheme, which was supported by National Lottery Heritage Fund, Arts Council England, Historic England and East Suffolk Council. The installation was also funded in part by the Government's Towns Fund Acceleration Fund.

Conservation grants

The HAZ Partnership has been working with building owners to develop projects for the repair and refurbish of historic buildings along the historic

High Street which are suffering from loss of architectural features, poor quality shop fronts or unsympathetic repairs or alterations. The HAZ Partnership is currently working with 23 owners to access funding to do works and by 2022, the Partnership would have allocated a total of £300,000 of funding.

A recent grant was awarded to the owners of the Chemist Shop to repair and repaint the shop front back to its original colour. A detailed paint analysis was conducted by Lincoln Conservation, which identified the original colour as being black with gilded highlights (Photo 3) The report can be found at www.eastsuffolk.gov.uk/HAZ

If you're interested in applying for a conservation grant, please email economicregen@eastsuffolk.gov.uk

Funding secured for Town Hall

The Town Hall is a prominent building on the historic High Street and a key project within the HAZ. The overall aim is to restore the Grade II building as a mixed community use facility, with creative and community activities.

The building has been vacant since 2015 and underwent a feasibility study in October 2019 to explore options and indicative costs which will be refined



Photo 3 Reconstructed 19th century facade of the Chemist's Shop - Lincoln Conservation



Photo 2 Former Post Office, London Road North, part of the London Road, Lowestoft HSHAZ

further through a business and outline activity plan. The business plan will be funded by the Architectural Heritage Fund, following a successful application in June 2020 for £35,775.

The plans will enable Lowestoft Town Council to apply for larger capital investment for the Town Hall through national funding programmes.

Update from Lowestoft Maritime Museum

Patricia Day, Association for Suffolk Museums

To protect both visitors and volunteer stewards, the team at LMM made the

difficult decision not to open to the public for the 2020 season. However, behind the scenes they have all been working hard.

As well as maintaining the building in Sparrow's Nest, the team continue to monitor the vast maritime collection to ensure that it remains in tip-top condition.

While the museum has been closed, over 6000 of these objects and documents have been uploaded to E Hive and made freely available for the public to view from the safety of their own homes. In addition, craft activities which had been planned for summer activity day were transformed into take-away activity packs. As part of the Suffolk Museum's Summer in a Box initiative, over 350 activity packs were distributed to Lowestoft families who enjoyed getting creative and learning fishy facts.

Finally, the team's hard work and dedication was publicly recognised by Tripadvisor when it awarded Lowestoft Maritime Museum a coveted Travellers Choice Award.

The museum is looking forward to reopening next year to demonstrate just why it won the award and to once again share their knowledge and displays with local people, holiday makers and of course visitors to Ness Park.



Photo 4 Lowestoft Maritime Museum

The HAZ is #openforbusiness

Over the past nine months we've seen several new businesses open, as well as some expansions, in the historic High Street.

The HAZ Partnership offers a warm and prosperous welcome to:

- Lennie's Plants
- Door to the Cosmos
- Funny Farm
- Butterfly Hair
- Residence
- Blush Hair & Beauty expansion
- The Flint House restaurant (under new management)
- Prestige Escape Rooms expansion

We are also excited to welcome shortly:

- Moyles Carpets
- Books & Prints*
- Beauty Matters
- The Art Gallery

The HAZ has also been supporting local High Street businesses during COVID-19, running social media campaigns and distributing social distancing posters and stickers. The HAZ Manager made several visits to businesses to ensure they were kept up to date with funding announcements and ways to access it.

In August, two promotional videos



Photo 5 The HAZ Partnership placing social distancing markers in the High Street.

were released by the HAZ Partnership, created by Joshua Freemantle, director of the Life of Lowestoft, to promote the businesses on the High Street. To date, they have had over 7,500 views.

The same month, HAZ partners, Lowestoft Town Council, reinstated the weekly Tuesday market at the Triangle, which is helping attract footfall and bring new visitors to the area.

New pocket park for the High Street

The HAZ has been able to secure over £10,000 from the Towns Fund Acceleration Fund to enhance the open space on the corner of Compass Street into a green pocket park, work should start early 2021.

The HAZ is also working with Norse to help keep the High Street tidy, including educating residents about waste collections and responding to fly tipping in the area.

Housing in the HAZ

The Private Sector Housing Team are working with the HAZ Partnership to help improve the quality of housing in North Lowestoft.

The Team offers homeowners, who live in their homes, the opportunity to access renovation grants to improve the property, not only from the outside, but from the inside too. The Team also work with landlords, and offer renovation grants to help them improve the quality of their tenanted properties.

If you are interested in applying for a renovation grant, please visit www.eastsuffolk.gov.uk/housing/grants

The Ness

With thanks to Lowestoft Town Council, East Suffolk Council, Concertus, Blakedown, and Allen Scott Architecture, the Ness will be open from Friday 30th October.

The park has been revitalised thanks to a £1m grant from the Coastal Communities Fund, and will see a new a play and picnic area and accessible seafront walkway. New information boards at The Ness will celebrate the

history of the Denes and its unique maritime heritage, and be complimented by an augmented reality app to guide visitors around the park. The app can be downloaded from Lowestoft Town Council's website and available for Android and Apple users

The Ness is a haven for wildlife with some unique flora and fauna, and it is hoped that the new attractive yet sympathetic landscaping and play area will become a space for residents and visitors to enjoy.

New planters commissioned for the Triangle

The HAZ Partnership, funded by East Suffolk, commissioned artisan Darren Breeze, from Arts and Crafts in Wood whose shop is located on the historic High Street, to create two new planters.

The planters are to support local traders in and around the Triangle Market to trade safely outside and enable people to maintain social distancing, through restricting vehicles from entering a designated pedestrian zone (permitted loading times before 10.30am and after 4pm) from the Triangle to the Artillery Way.

Shop Local and Stay Safe

East Suffolk Council has created a Shop Local and Stay Safe marketing campaign to support our town centre businesses and help to create a safe environment and experience for customers.

The campaign will seek to support all our shops and retailers in keeping their businesses open and reassure local residents and visitors that there are safety measures in place when using our towns.

Materials are available to help shops and retail businesses show their customers how they have adapted.

How can you get involved?
You can find a number of posters and

and templates for social media available for download at eastsuffolkmeansbusiness.co.uk. You can also order printed posters from us to display in your shop, business or town.

If you wish to order any posters then please quote the relevant reference number/s and email economicdevelopment@eastsuffolk.gov.uk with the details including which poster, quantity, contact name and address.

Right Up Your Street

The historic High Street and Scores in North Lowestoft are set to be celebrated in a new video poem, Right Up Your Street, written and created by local poet and writer Dean Parkin.

Commissioned by the North Lowestoft HAZ Partnership, Dean gathered memories from residents and shopkeepers – past and present – via social media to create a poem and subsequently a film to highlight the history of the area and the changes that have taken place.

To watch the film, visit facebook.com/thosepoetrypeople



Dean Parkin, Poetry People

The Most Easterly Community Group

The Most Easterly Community Group was created in 2019, by local residents and businesses with support of the HAZ. Their ambition is to make the High Street and surrounding areas an attractive and welcoming place to live,

work and visit.

Its aims are:

- To foster a sense of belonging and neighbourliness amongst the diverse communities of the North Lowestoft Heritage Action Zone (HAZ area) and to work together to improve the area's social and physical environment.
- To promote the area as a 'positive place to live, work and play'.
- To represent the common interests of residents, businesses and organisations in the area to official bodies

The MCEG 'meet' on the first Monday of the month – anyone can join them, or just ask to go on the email database for info. They have a number of events to look forward to – watch out for the recycle, reuse, reduce waste project (Use It All Project) and a book group. They aim to organise more social events when restrictions allow them to.

To find out more, contact the Most Easterly Community Group.

Use It All

Use It All is a new project from the Most Easterly Community Group, with the aim to make the High Street an area that is exemplar in recycling, re-using, repairing, and re-purposing.

With a grant from East Suffolk Council, the project aims to inform and educate residents and businesses of best practice, and to give people the means to make a local difference.

Long-term activities include setting up a Men's Shed in North Lowestoft, dedicating part of its website to Use It All, and producing a Re-Use and Re-cycling Google Map for North Lowestoft.

Ultimately, Use It All aims to energise the local communities, to make them proud of their local environment and local businesses.

To find out more about the project, contact the Most Easterly Community Group.

Useful Contacts

The Most Easterly Community Group



@mosteasterlycommunitygroup

www.mosteasterlycommunitygroup.co.uk
mosteasterlycommunitygroup@gmail.com

Flytipping, abandoned vehicles, Environmental Health, Parking

East Suffolk Council
 0333 016 2000
www.eastsuffolk.gov.uk
customerservices@eastsuffolk.gov.uk

PCSO

Suffolk Police - 101
 PCSO - Michael Soanes

Lowestoft Town Council

0330 053 6019
admin@lowestofttowncouncil.gov.uk

Business Support

East Suffolk Means Business
 @East Suffolk Means Business
 @ESMB
economicdevelopment@eastsuffolk.gov.uk
www.eastsuffolkmeansbusiness.co.uk

Keep in touch



Follow us:
 @lowestofthaz

Visit our website:
eastsuffolk.gov.uk/haz
historicengland.org.uk/lowestofthaz

Email us:
 Helen Johnson, HAZ Manager
economicregen@eastsuffolk.gov.uk

In Partnership



Historic England



East Suffolk Building
 Preservation Trust