



Kate Ellis Photography

North Lowestoft Heritage Action Zone

NEWS

DECEMBER 2019

New Heritage Action Zone for London Road!

In September 2019, Historic England announced that Lowestoft had been successful with its bid for a second Heritage Action Zone for London Road. The High Street Heritage Action Zone will cover the conservation areas of Kirkley (from Carlton Road) to the former Post Office on London Road North.



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A delivery plan is currently in development with the project partners including Historic England, East Suffolk Council, East Suffolk Building Preservation Trust and Lowestoft Town Council. Work is due to start on the project in Spring 2020. The High Street Heritage Action Zone accreditation is an important milestone for the town, as it marks Lowestoft as only one of two towns in the UK to hold two Heritage Action Zone status'.

High Street Heritage Action Zones are a new government and Historic England led initiative to improve economic growth, social outcomes, cultural provision and enhance the surrounding area, focusing on areas of historical interest in order to improve attractiveness to investors, visitors, residents and businesses. This is achieved through grants, joint working and shared resources. Each High Street Heritage Action Zone will have a tailored programme developed to ensure the delivery of regeneration to historic buildings and the design of the public realm. A cultural programme will also be designed to work with communities and local cultural organisations to develop events to encourage people to engage with the heritage on their high street.

£92 million of Government funding has been allocated throughout the UK for High Streets Heritage Action Zones and £3 million from the National Lottery Heritage Fund to support the cultural programmes.

Historic High Street welcomes Lowestoft's first zero waste store!

October saw the doors open to the much-anticipated Uncle Sid's, which is the first zero waste store for Lowestoft. The store has been a passion project of David and Lorraine LeGrice who are no strangers to the HAZ having managed Footprints Coffee Shop for a number of years. At Uncle Sid's, located at 45 High Street, customers are encouraged to bring their own containers which will be tagged with a barcode, and fill these up with a range of products from flours and pulses, to juices and cleaning products by means of hygiene-friendly dispensers. Using their own containers, customers will only need to pay for the quantity that they require, meaning less food waste and no packaging requirements. For up to date information, visit Uncle Sid's on Facebook!

JOJO's wins again at East Suffolk Business and Community Awards!



East Suffolk Council

Following their success earlier in the year at the EAT Suffolk Food & Drink Awards where they won Best Newcomer, JOJO's Kitchen and Bar has become the latest winner of the Best Business of the Year at the East Suffolk Business and Community Awards 2019.

The awards were held at Kesgrave Hall on 3rd October. JOJO's were announced as finalists alongside fellow HAZ business, Magnus PR. The restaurant has quickly become a popular destination in Lowestoft, with a 5* rating on TripAdvisor. Congratulations to both JOJO's and Magnus PR on the nominations!

Escape Rooms open on the Historic High Street

Located at 133 High Street, Prestige Escape Rooms opened to the public in October. Described as a 'visitor experience', Escape Rooms see participants locked in a room for an hour and in order to escape a number of clues must be found to solve the puzzles. The puzzles test your communication and problem-solving skills and are perfect for team building days. For more information, visit <https://www.prestige-escape-rooms.co.uk/>

Magnus PR win 'Entrepreneur of the Year' at Suffolk Chamber of Commerce in Lowestoft and Waveney Business Awards



After placing as a finalist at the East Suffolk Business Awards earlier this year, Magnus PR rounded off the year on a high when Ann-Marie Doggett was awarded 'Entrepreneur of the Year' at the Suffolk Chamber of Commerce in Lowestoft & Waveney Business Awards.

The ceremony took place at the Ivy House Hotel on Friday 15th November, with East Suffolk Council sponsoring the award. The business, based on the Triangle Market within the HAZ, describes itself as a

unique PR, Marketing, Events and Promotions agency with the 'personal touch'. Many congratulations to Ann-Marie.

The Festive Season arrives in Lowestoft with The Ness Christmas Fair

Christmas arrived early to Lowestoft in November, with the first Ness Christmas Fair taking place at Sparrows Nest. Despite the grey skies, it was estimated that over 4000 people attended, taking in entertainment from the Ukelele Elves (pictured) and the Salvation Army, with children enthralled by the alpacas on show.



Design Guide for the Heritage Action Zone takes shape

As part of the Heritage Action Zone programme, East Suffolk Council Planning Policy Team have instructed Place Services to create a guidance document that will provide advice for new developments and existing properties in the HAZ to ensure that restoration and regeneration is appropriate for the conservation area. The guidance also provides conceptual design to improve the public realm and connectivity in the area.

The HAZ Design Guide will go through a formal consultation process which will begin on 13th December 2019 until 24th January 2020.

Heritage Open Days see record numbers visit Lowestoft's historic buildings and places

Members of the community within the HAZ were busy opening up their properties and showing visitors around over Heritage Open Days (HODS) this September. The Heritage Action Zone team were also out in force exhibiting in three locations over the two weekends.

The first weekend saw the team host a stand at the Town Hall of which Lowestoft Town Council had opened for the weekend. The second weekend saw research events including talks from Dr Richard Hoggett, Simon Middleton and local historian, David Butcher, alongside an art workshop, which was hosted with the Making Waves Together project. The event took place at the former home of Blackshore Coastal Clothing on Whapload Road. Steel & Co kindly arranged for the team to use 149 High Street to open a pop-up information point and art gallery, which provided an opportunity for students from Benjamin Britten

Academy to display their artwork – the quality was excellent and saw pieces purchased by members of the public.



It is believed that over the two weekends more than 15,000 people visited, a record figure for the town, and placed 10th nationally with regards to hosting the most sites and events.

Lowestoft Maritime Museum awarded at the Suffolk Museum of the Year Awards

Lowestoft Maritime Museum were recipients of the Family Friendly award at this year's Suffolk Museum of the Year awards, held in Ipswich in October. Continuing the celebrations, Paul Durbridge of Lowestoft Maritime Museum was named Volunteer of the Year.

The museum, which celebrated its 50th anniversary last year and is entirely run by volunteers, was praised for its improvements for family engagement. Many congratulations to the team.

Cultural Strategy launched at the Lowestoft Cultural Conference

The first cultural strategy for Lowestoft was launched in October with a conference held at the Seagull Theatre. Celebrating Culture on the Edge: A New Dawn has been created by the Lowestoft Cultural Leadership Group in partnership with East Suffolk Council, which is formed of local professionals from across the arts and culture sector to bring forward cultural regeneration and provide more cultural opportunities for the town. With over 100 people in attendance Chief Executive of East Suffolk Council, Stephen Baker, opened the event with his keynote speech where he emphasised the importance of culture for enhancing communities.

Guest speakers included the strategy's collaborators Helen Johnson, Great Places and Cultural Capacity Coordinator for East Suffolk Council, Tony Calladine, Regional Director for Historic England, Emma Butler-Smith, Chief Executive of the Marina Theatre, John Nicholls, Managing Partner at Arts Quarter, Claudia West, Senior Relationship manager for Arts Council England, Genevieve Christie, Director of Flipside & First Light Festival, Kerry Blair, Head of Assets for East Suffolk Council, and Phil Aves, Change Manager for Lowestoft Rising. Providing one of the closing presentations was

Joshua Freemantle, who at 16 years has taken on the role of director of a film "The Life of Lowestoft", to be released next year.

A Q&A session was held by Leader of East Suffolk Council, Steve Gallant, with the conference closed by Mayor Alice Taylor. A graphic recording of the conference was provided by artist Rebecca Osborn, with the final piece creating a buzz within the conference and on social media. The event was organised and recorded by Kate Ellis, Regeneration Support Officer for East Suffolk Council.

Chair of Historic England visits the Heritage Action Zone to launch research papers

Chair of Historic England, Sir Laurie Magnus, visited the Town Hall on the historic High Street in September to launch the research papers that have been produced on the North Lowestoft Heritage Action Zone. Sir Laurie spoke of his delight to be in Lowestoft, and emphasised the important role Heritage Action Zones play in regeneration, highlighting the value of stakeholders working in partnership.



Speakers included Katie Carmichael, Historic England researcher, who presented her investigation into the shopfronts of Lowestoft High Street, Magnus Alexander with the landscape of North Lowestoft, and Matthew Bristow on 311-333 Whapload Road. Guests were also treated to a presentation by Dean Parkin, who has recently completed a new version of his popular book on The Grit. Also in attendance at the event were Peter Aldous MP, Tony Calladine, Regional Director for Historic England and Mayor Alice Taylor who closed the event.

The event was hosted by the Heritage Action Zone, East Suffolk Council, and Lowestoft Town Council.

USEFUL CONTACTS

HAZ Residents & Business Association

The Most Easterly Community Group
mosteasterlycommunitygroup@gmail.com
Facebook: @mosteasterlycommunitygroup

Fly tipping, Abandoned Vehicles, Environmental Health

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

Antisocial Behaviour

East Suffolk Council
0333 016 2000
asbu@eastsuffolk.gov.uk

Illegal/Dangerous Parking

Police - 101

Lowestoft Town Council

0330 053 6019
admin@lowestofttowncouncil.gov.uk

North Lowestoft Heritage Action Zone

East Suffolk Council, Riverside, 4 Canning Road, Lowestoft, NR33 0EP
economicregen@eastsuffolk.gov.uk | www.historicengland.org.uk/LowestoftHAZ



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For press enquiries, please contact communications@eastsuffolk.gov.uk