

THE HEMINGWAY DESIGN APPROACH TO COASTAL REGENERATION



WHO ARE HEMINGWAYDESIGN?

AN OVERVIEW

HemingwayDesign is a multi-disciplinary design agency led by two generations of the Hemingway family and a wider team of talented designers. We create, we transform and we care about the detail as much as the big stuff, cutting through the ordinary and the expected with powerful, visionary design. Our work takes us across culture-led regeneration, affordable housing, urban design, landscape planning, interiors, large-scale design-led events, exhibitions, products and fashion – and we do it all with a community-focused and ethical conscience.

OUR MISSION

At HemingwayDesign, we have a firm philosophy that “design is about improving things that matter in life”. It is this mantra that continually ensures our brave creative thinking and method for delivering positive, socially-responsible place branding and place making. We believe in the power of culture-led regeneration and achieve this with an inclusive process that we call like to call ‘co-design’.

THE TEAM

Our team is a unique blend of old and new, so to speak. Founders Wayne and Gerardine Hemingway bring four decades’ worth of award-winning design and entrepreneurial experience to the table, which works in harmony with the bounty of fresh, invigorating ideas from the next generation of HemingwayDesign partners, who all innately understand the desires and needs of ‘millennials’. Together, we’re a highly motivated, responsive and creative team, and are never afraid to challenge and collaborate with the client and end users – or to have fun whilst doing so. In addition, Wayne Hemingway was born in the coastal town of Morecambe, and the Hemingway family home is by the sea - we have a stake in our coastline.

OUR TRACK RECORD IN COASTAL REGENERATION



OUR COASTAL REGENERATION PROJECTS

BOSCOMBE OVERSTRAND

[CLICK FOR MORE DETAIL](#)

We revitalised the Boscombe Overstrand in Bournemouth and brought this historic building bang up to date without losing any of its original charm. 59 new vintage-style beach pods are decked out with all the mod cons you'd expect for 21st Century seafront enjoyment. They were designed to accompany Bournemouth's artificial surf reef – the first of its kind in Europe – and attractions such as a surfing academy and a glass-fronted restaurant, which all act together to reinvigorate Boscombe's sense of community. We can confidently say that this award-winning project was the catalyst to Boscombe seafront becoming one of the region's go to destinations.

“Having previously been aware of Wayne's passion for the Great British seaside ... we approached them in 2007 with a unique project to breathe new life back into a derelict 1950s seaside building at Boscombe, Bournemouth. What emerged from that collaboration was the sensational Boscombe Overstrand building featuring 59 vintage-style Beach Pods, each with their own unique visual take on the classic British seaside holiday... The regeneration of



Boscombe seafront has resulted in a 32% increase in visitor numbers and a massive increase in visitor satisfaction, whilst winning countless national and European awards for regeneration.” Andrew Emery, Service Development Manager, Tourism and Corporate Communications, Bournemouth Council

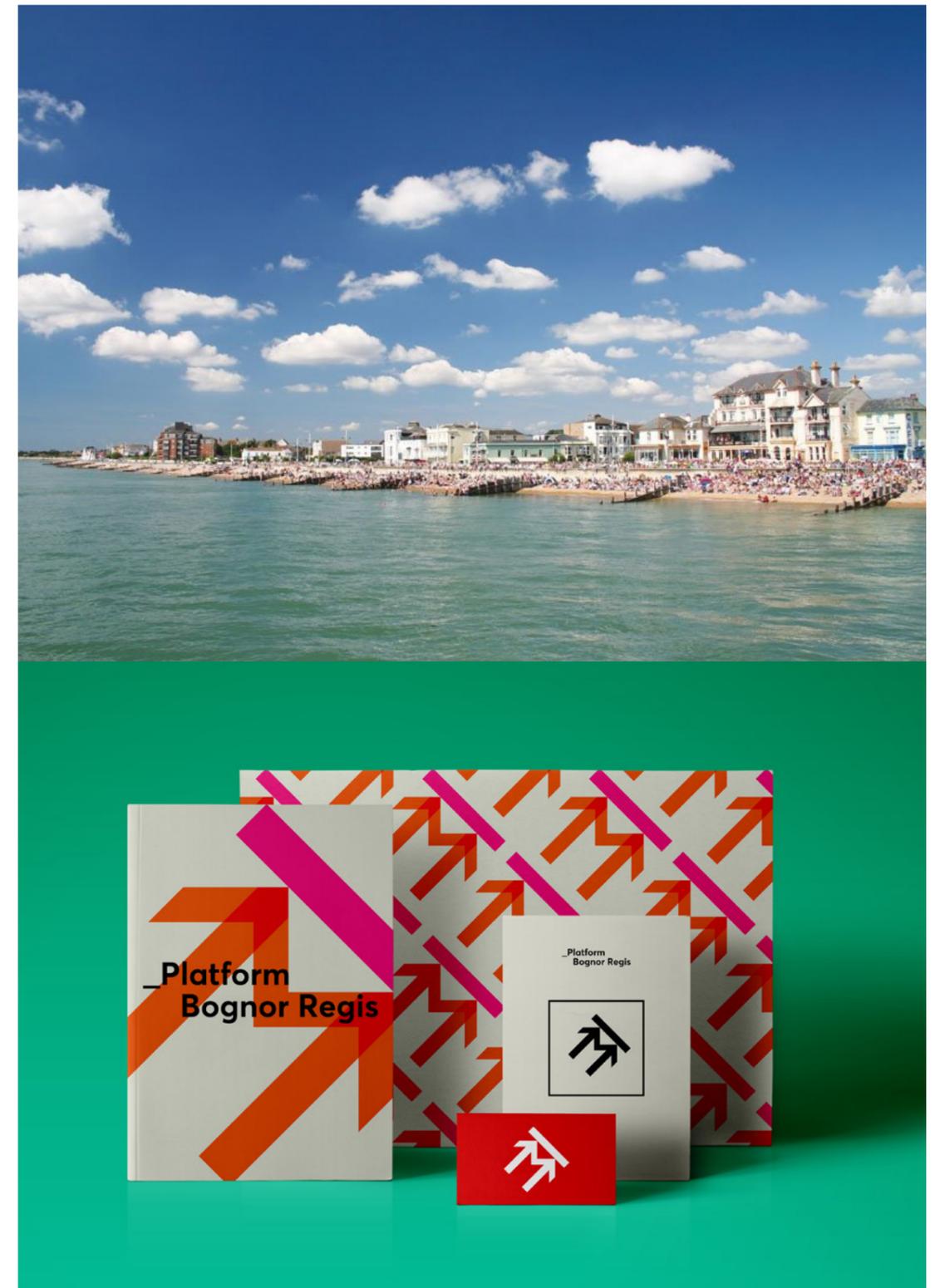
OUR COASTAL REGENERATION PROJECTS

BOGNOR REGIS

[CLICK FOR MORE DETAIL](#)

Bognor Regis is entering an exciting phase of significant regeneration and to support and reinforce this impetus, a place brand for the town is being developed by HemingwayDesign. As part of wider British seaside renaissance, major investment has gone into enhancing the town centre public spaces. Work is underway to create the new 'Tech Park' by the University of Chichester, and The Platform creative digital hub at Bognor Regis train station - with a brand and interior designed by HemingwayDesign. The Platform will encourage creative entrepreneurs and supports the growth of the digital industries in Bognor Regis and West Sussex by providing collaborative and flexible workspace for small businesses and start-ups.

To kick off the place branding project, the views of those who live, work and visit Bognor Regis are being sought to help shape the future of the town, using [a bespoke engagement tool](#) developed by HemingwayDesign.



OUR COASTAL REGENERATION PROJECTS

DREAMLAND, MARGATE

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HemingwayDesign were appointed by The Dreamland Trust in 2011 to develop a vision, create a brand, tone of voice, and lead on the full design proposition for a re-imagined Dreamland. Since the opening of the Turner Contemporary and the re-opening of Dreamland, Margate's creative community is thriving with independent galleries, shops, bars and restaurants opening regularly, and the media and public goodwill for Margate and Dreamland remains as strong as ever.

"You are bringing real clarity to the project. It was like trying to plait fog till HemingwayDesign came along" - Jan Leandro, The Dreamland Trust.

Dreamland was nominated for a Beazley Designs of The Year Award with an installation at the newly re-opened Design Museum, and won in the Brand & Identity category at the Design Week Awards 2016. Here's what the judges said: "A design, which manages to reconcile the past and the future of the park, while not forgetting its sunny, seaside outlook."



OUR COASTAL REGENERATION PROJECTS

VINTAGE BY THE SEA, MORECAMBE

[CLICK FOR MORE DETAIL](#)

Vintage by the Sea, began back in 2013 and is returning to Morecambe for a sixth consecutive time in 2018. The very best music, entertainment, fashion and design from the 1920s to the 1990s are up for grabs for all to enjoy and admire.

**“I have never experienced anything that quite matches this year’s Vintage by the Sea Festival which it is estimated to have attracted more than 40,000 to Morecambe for the weekend. We should never lose faith in Morecambe’s intrinsic potential. This spectacular success of the event showed... that a real breakthrough has been made in bringing something unique and energising to Morecambe -
Coun Ron Sands, Lancaster City Council**

The festival has gone on to win two Lancashire Tourism awards, one Visit England award and was declared one of the best vintage events in the world by [The Guardian in 2014](#).



OUR COASTAL REGENERATION PROJECTS

TROPICANA, WESTON- SUPER-MARE

[CLICK FOR MORE DETAIL](#)

In summer 2016 Banksy's Dismaland brought Weston-super-Mare and Tropicana to the attention of a worldwide audience. At HemingwayDesign we didn't need our arms forced up our backs to get involved in helping to create a vision for Tropicana's future.

We led a gathering of creative minds at Tropicana on 9th March 2016 to discuss possibilities for Tropicana's future uses. Over 100 creative thinkers turned up from Weston-super-Mare, Bristol and points south. There were senior representatives from the festivals and events industries, senior folk from the arts and creative industries including theatre producers, practicing artists, musicians, designers and representatives from regional arts and cultural bodies as well as representatives from local government. The discussions were lively and productive and it became immediately clear that there is a love for Tropicana and no shortage of ideas.

We are now part of a team developing these ideas and things are becoming very interesting indeed!



OUR COASTAL REGENERATION PROJECTS

LOWESTOFT SOUTH BEACH

[CLICK FOR MORE DETAIL](#)

In 2017 we were commissioned by Waveney District Council to create a vision and master-plan for Lowestoft South Beach and environs. There is heaps of potential in this town that has suffered in recent times.

"I have read your report on Lowestoft and I think you've got it right. Telling it as it is, with an expert eye is just what we need. Your involvement gives me the confidence that Lowestoft ... has a very bright future" - David Ritchie, Chairman of the Suffolk Coast Forum and Cabinet Member for Planning and Coastal Management at Waveney District Council

"The approach was one of creative collaboration. They have fostered an approach that is about allowing local voices and groups to contribute ... with the council taking the role of facilitator, not asset owner. This approach has been extremely productive and very refreshing – both for local residents and people within the council. The team understand what makes a place enjoyable to live in and visit" - Kerry Blair, Head of Operations, Suffolk Coastal and Waveney District Councils



OUR COASTAL REGENERATION PROJECTS

LOWESTOFT SOUTH BEACH CONT.

[CLICK FOR MORE DETAIL](#)

We have also been working with the council on plans for 'First Light Festival', a 24 hour arts festival celebrating the UK's 'First Light' of day on the seafront of Britain's most easterly town.

First Light, which could attract over £1m of investment from Arts Council England and other trusts and organisations has evolved from the ongoing Lowestoft South Beach Vision project; a collaboration between HemingwayDesign, the council and other local partners and businesses. It's an ambitious plan to create an event that would play a major role in making Lowestoft a 'must visit' destination, building a tradition that attracts thousands of visitors to Lowestoft during the festival.



OUR AWARDS

BOSCOMBE OVERSTRAND

- Best Generation Scheme at RICS South West Regional 2010
- Project of the Year at RICS South West Regional 2010
- Regeneration award at the LGC 2010

VINTAGE BY THE SEA, MORECAMBE

- Large Tourism Event Award at the Lancashire Tourism Awards 2016
- Tourism Event Award at the Lancashire Tourism Awards 2014
- Named one of the best vintage events in the world, 2014 by The Guardian
- Visit England Award for Excellence 2015

DREAMLAND MARGATE

- Winners of the Identity Design category at the Design Week Awards 2016
- Nominated for a Beazley Designs of the Year Award (2016) with an installation in the newly re-opened Design Museum

MAKING IT HAPPEN



BOURNEMOUTH BEACH HUTS

Together with Crown Paints, Gerardine Hemingway chose colours for 75 brand new beach huts along Bournemouth seafront, all in Crown's super hard-wearing Sadolin Superdec. Each hut has its own precise shade, ranging from burnished orange to icy blue, to depict a 'sunrise to sunset' scheme.

MAKING IT HAPPEN

OUR AIMS

The HemingwayDesign approach to coastal regeneration is straight-forward – we're not ones for messing around. First and foremost, we want to significantly improve the everyday lives of the community as a whole; the area will become a better place to live, work and play. Secondly, careful spending is at the core of our plans; we utilise budgets wisely and make every last penny work as hard as we do. And finally, our improvements must stand the test of time and enact real, positive social change.

CO-DESIGN AND ENGAGEMENT

We know that the key to a successful regeneration strategy is to strip back the layers and get to the heart of how an area wants, and needs, to be defined and utilised – and all its little quirks in between.

And that means getting out from behind our desks and heading into the community to gather the detail and stories that inspire. We'll actively engage with the people of the town or city – from business owners to families and students – to hear about how

they really want their town to develop. Then we'll set about making it happen. Only through this high level of engagement will it be possible to capture the unique spirit and opportunities that the town presents, and craft a message and tone of voice that all facets of the local community can embrace. It's also an ideal vehicle to inspire a shift in mindset and inspire new confidence in the region.

The answers to the following four questions will extract the key messages that will unite the community, raise aspirations and become a springboard for our regeneration plans:

What does the area do?

Who is it for?

What makes it unique?

What is its future?

MAKING IT HAPPEN

PRINCIPLES

First and foremost, the project must deliver in terms of attracting positive attention, excitement, intrigue from of current/incoming residents, businesses and visitors. Regeneration affords an area a completely new and community-led identity, then communicates that story to its target markets. We hope to achieve:

- **Unification of all stakeholders: the land owners, businesses and their staff teams, residents, community groups, visitors, under one brand identity and tone of voice**
- **Improved internal and external perceptions.**
- **Increased business inquiries and investment.**
- **Increased visitor numbers.**
- **Improve perceptions as a place to live, work, visit and invest.**
- **Attract and retain talent.**
- **Platform for future development.**
- **Springboard for marketing activity that will help the place to achieve its goals.**
- **Empower people and raise aspirations – espouse opportunity and big thinking.**

Undertaking an honest assessment of its challenges and opportunities, and understanding what is and what isn't working is vital. Therefore all the engagement we undertake is non-attributed, which allows everyone the freedom to be open and honest. We are here to help present the town or city in all its glory, but we also believe that if a place is strengthening its positive messages it should also acknowledge its problems.

We've found co-designing to be the most inclusive way of making sure all the people involved have a say in what they want and need from the final solution.

STEERING GROUP

To drive momentum and keep the program on-message at every turn, we recommend forming a Steering Group. This team will meet at key stages of the program's implementation, and will pinpoint the focus from the outset.

THE HEMINGWAYDESIGN METHODOLOGY

**OUR APPROACH TO COASTAL REGENERATION IS
BASED ON A METHODOICAL FIVE-PHASE PROCESS
THAT INCLUDES, INFORMS AND INSPIRES.**

THE HD METHODOLOGY

PHASE 1: DISCOVERY, LISTENING AND GATHERING

We will discuss current targets, the challenges and ambitions within the council, the stakeholders and all sectors of the community. This will enable and inspire people internally and externally, and help define and inform the creative process. We aim to understand of the area's actual and perceived character and characteristics by:

- a) Reviewing and considering all relevant existing primary and secondary research, economic, local strategies, recent consultancy reports, local materials, suppliers etc.
- b) Working with your project team, we will look at how and what current designs are utilised, as well as analysing previous ones to highlight what has and hasn't worked.
- c) Understanding the end user by creating pen portraits of the target resident. We'll do this by observing and assessing social media to evaluate what the current 'noise' is about and assembling focus groups of potential buyers.

- d) Immersing ourselves in the area and analysing the 'touch points' where audiences interact with the place.
- e) Engaging with both private sector and public forums to add depth and meaning to any existing evidence.
- f) Holding one-to-one conversations with local business, residents and the visitor economy.
- g) Designing focus groups with local business, residents and the visitor economy.
- h) Generating online questionnaires and surveys.

The output of this stage will be a detailed evidence base to develop the regeneration's key themes and drive the creative direction for the design.

PHASE 2: INSIGHT AND RESEARCH

We will undertake a full review and analysis of all of the evidence gathered in Phase 1 and pick out the key values, themes and points of distinction which form the course of the regeneration. We will then compare this against relevant projects from around the world and take note of any precedents that have already been made.

THE HD METHODOLOGY

PHASE 3: DEVELOPING THE REGENERATION DESIGN

In this stage, we will collaborate with the creative team/engineers to capture the essence and identity of the area in a first draft of the design. Various creative ideas will be presented to the Steering Group for discussion and comment, and we will seek your suggestions to refine the options to the one which gives the best strategic direction. We will then demonstrate how this design will satisfy all corners of the community and address their needs.

- a) Creative recommendations and design development.
- b) Visuals that showcase the regeneration plans and immediate environment.
- c) Analysis and critique of the creative recommendations with Steering Group.
- d) Analyse the feedback and refine the design until a single direction is agreed.

PHASE 4: BUILDING WORKS AND IMPLEMENTATION

We see all of our projects through to completion. We will be on hand for the duration of the build out, and will keep our beady eyes on every aspect of the build out till it reaches the finish line

PHASE 5: BRAND AMBASSADORS IN THE LOCALE

As a bonus promotional resource, HemingwayDesign will become high profile ambassadors for the area and media-savvy guardians of the regeneration, with a spokesperson in Wayne Hemingway who is in demand from print, radio, TV and online media.

WE WOULD LOVE TO WORK IN YOUR COASTAL TOWN

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