

# Withernsea Pier and Promenade Association

SPONSORSHIP PACK

|December 2020 |



## Introduction

The Withernsea Pier and Promenade Association (WPPA) was formed in 2016 to promote and engage in projects along the seafront promenade of Withernsea that improve community health and wellbeing, and has the potential to increase tourism to boost local businesses.

Our long-term aim is to rebuild the iconic Withernsea pier in several stages, starting with a viewing platform extending out from the original pier towers. The Pier will be constructed in stages, with each stage being taken into use as it's completed.

For more details, please visit our website <https://withernsea1.co.uk/Pier.html>

## The original Withernsea Pier



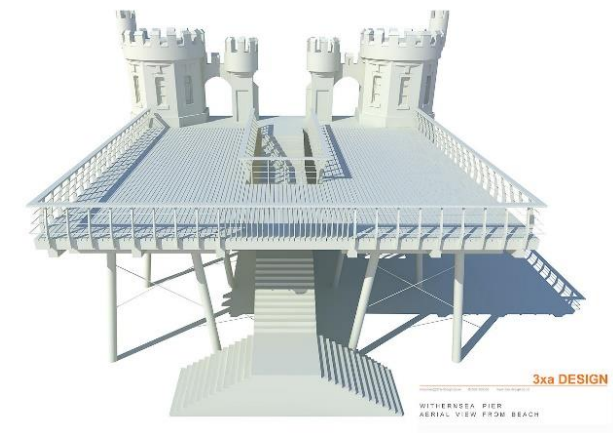
Withernsea's original Pier was completed in 1878. Initially it was a great success drawing crowds of tourists to the town. Sadly, it was repeatedly hit by ships causing severe damage to the pier. During a storm in 1880 a larger vessel, the Saffron, took out two hundred feet in the middle of the pier. Ten years later it was hit by the fishing boat "Genesta", destroying more than half the pier. The final blow came in 1893 when it was struck by the Grimsby bound Henry Parr. The piles of the pier were knocked down, span after span, until there was only a section of fifty feet remaining of the once grand pier.

The remainder of the pier was finally removed during the construction of the sea wall and the promenade, 1903-1909. Rebuilding the pier has been suggested many times over the years, but despite being one of the top ten priorities for Withernsea, it has never happened. We plan to change that.





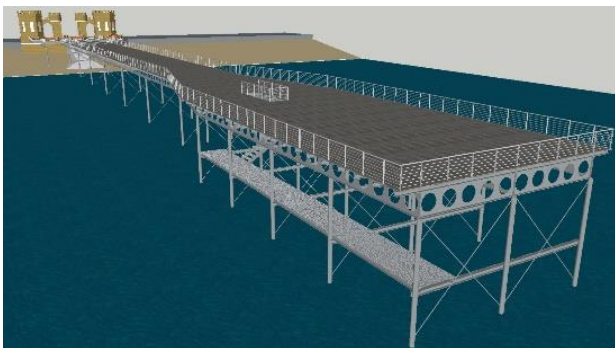
## Plan for construction



Stage one will consist of only the first span of the pier, creating a viewing platform with seating and splendid views of the sea. It will once again give a purpose to the Pier Towers, and create a focal point for the local residents and visitors. It will also provide a platform for promoting and raising the funds to complete the rest of the Pier.



Stage Two will provide the semblance of a pier, with the projection outwards from Stage One. It is envisioned that it will consist of up to 10 identical 40 foot sections. This will ensure that the end of the pier will be in the sea, even at low tide.



Stage Three will provide the “Pier Head”. A destination to walk to, and to sit and admire the splendid sea views. The plan includes building a fishing/boat platform under the main deck.



Stage Four will be a building at the end of the pier providing a destination for those walking the full length.

Part of this will include a refreshments area, cafeteria/soft drinks/vending capability, providing business opportunities, and a form of revenue for the WPPA. It will have a fishing / boating platform underneath.

Another possibility is to build an Energy Centre; within which all forms of renewable technologies can be demonstrated. With a wind turbine and solar panels on the roof, a small Hydro Electric generator, and a wave and tidal

generation system installed under the pier. Power achievements would be demonstrated via diagrams and monitors inside the building, explaining the operation of each form, and the amount of power generated.

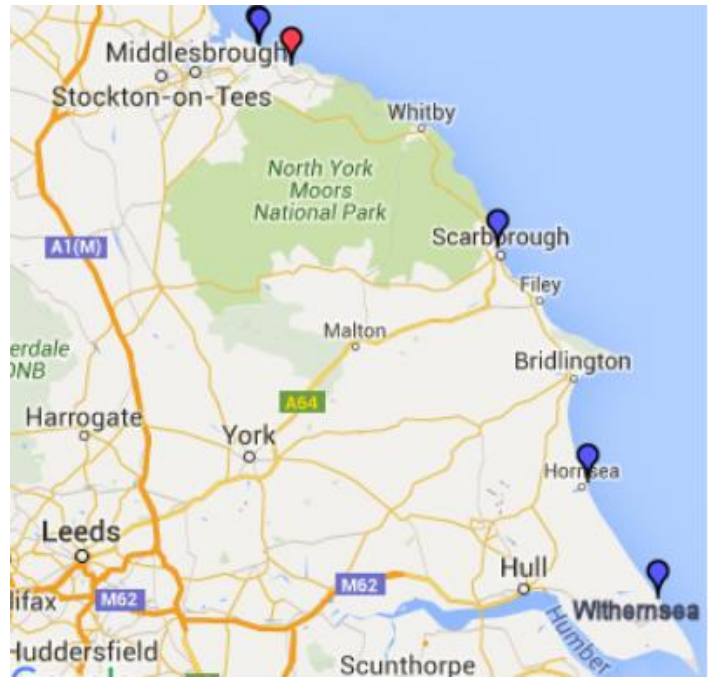
## Our Objectives

- Develop a plan for rebuilding a pier in Withernsea in stages
- Promote our plan and gain support from local authorities, businesses and residents
- Raise funds to complete each stage in turn
- Prioritize the construction of Stage One to provide a viewing platform to be in place, in the eventuality that a full-length Pier is not viable
- Run activities, and stalls on the Pier and the Promenade to help raise funds for the next stage
- On completion, either in full or in part, to maintain and run the Pier as an amenity for use by the populace in the region, as well as providing a focal point for visitors to the town, and to promote local business opportunities

## What is the need?

The Pier will be a unique attraction on the Holderness coast, as there are no other piers left on this stretch of coastline. The only pier on the East coast north of the Humber Estuary, is the Saltburn Pier near Middlesbrough

*Red Marker – Saltburn Pier  
Blue markers indicate lost piers*



Withernsea is a rural seaside town with a population of around 6,500. Withernsea is one of the most economically deprived areas in East Yorkshire, with 42% of people being economically inactive. A quarter of the population is aged 65 or over. The town is competing with other towns along the east coast and needs a major attraction to boost tourism and thus the economy of the town.

In 2020 we obtained a 99-year lease for Pier Towers and have opened them up as an exhibition area with a picture gallery and stalls selling souvenirs and local merchandise. This will be expanded onto the viewing platform and create much needed job opportunities for local people. Furthermore, it will attract more tourists which will benefit the economy of the whole town and the surrounding area.

The sea defences currently obscure the view of the sea, and act as a barrier between the town and the seaside. A pier would re-establish the connection to the sea and improve access to the sea view for elderly and disabled people.

The town plan identifies a pier as one of the top priorities cited by a survey of Withernsea residents.

## Funding

We have a number of different ways in which you can help us reach our first goal of building the viewing platform.

## Sponsors

The more sponsors we get, the more likely we are to be successful when applying for further funding. All sponsors have their logo or business details displayed on our sponsors web page.

<http://withernsea1.co.uk/PierSponsors.html>

## Member Certificates



Show your support by becoming a member of the Withernsea Pier and Promenade Association and get your own numbered membership certificate. Membership is only £10.

## Brass Plaques



The plaques are mounted on Pier Towers and will be mounted on the railings of the pier as soon as the first stage is built.

Small brass plaque, 125 x 50 mm. (5x2")  
2 engraved lines with a maximum of 16 characters per line (including spaces).  
£100 for personal plaques, £200 for business sponsored plaques.

Large brass plaque, 200 x 75 mm. (8x3")

Up to 4 engraved lines with a maximum of 24 characters per line (including spaces).  
£200 for personal plaques, £400 for business sponsored plaques.



## Sponsor a Bench



Sponsor a bench to go on the pier. Includes a large brass plaque.

Approximately £1,000

## Advertising Space



This is a great opportunity to advertise your company at a popular and highly visible tourist attraction. A design of your choice will be printed on sturdy and weather proof vinyl dye bonded to an aluminum backing. The advertising boards will be approximately 260 x 90 cm. Price from £3,000 pa.

Half size boards also available from £1,500 pa

Please fill in the form on the next page if you would like to sponsor us.

# Withernsea Pier and Promenade Association Sponsor Form



[Company Name]: \_\_\_\_\_

would like to support the Withernsea Pier and Promenade Association Ltd to rebuild the pier in Withernsea.

A) ☐ We would like to become a sponsor by donating the sum of £\_\_\_\_\_

☐ Please find enclosed our logo to put on your website

☐ We will e-mail our logo to pier@withernsea1.co.uk

B) ☐ The following people want to become members for a fee of £10,00 each

Full Name \_\_\_\_\_

Full Address \_\_\_\_\_

Email Address \_\_\_\_\_

Full Name \_\_\_\_\_

Full Address \_\_\_\_\_

Email Address \_\_\_\_\_

Full Name \_\_\_\_\_

Full Address \_\_\_\_\_

Email Address \_\_\_\_\_

Full Name \_\_\_\_\_

Full Address \_\_\_\_\_

Email Address \_\_\_\_\_

- C) We would like to buy a brass plaque  
(please tick the box for the plaque you want)

Small brass plaque, 125 x 50 mm. (5x2") 3 engraved lines with a maximum of 20 characters per line  
(including space).

☐ £100 for personal plaques, ☐ £200 for business sponsored plaques.

Large brass plaque, 200 x 75 mm. (8x3") Up to 4 engraved lines with a maximum of 30 characters  
per line (including space).

☐ £200 for personal plaques, ☐ £400 for business sponsored plaques.

Text to go on plaque (2 lines for small plaques, 4 lines for large plaque):

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- D) ☐ We would like to express an interest in sponsoring a bench.  
(No payment is required at this stage for the bench)

- E) ☐ We would like to express an interest in advertising on the pier  
(No payment is required at this stage for advertising on the pier)

- F) ☐ The sum of £\_\_\_\_\_ has been transferred into WPPA's bank account  
HSBC 40-25-59 20183474

☐ Please find enclosed a cheque for £\_\_\_\_\_made payable to  
Withernsea Pier and Promenade Association Ltd

Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Please return the completed form to 2 High Brighton Street, Withernsea HU19 2HL  
or e-mail to pier@withernsea1.co.uk