

# CLEETHORPES

## Masterplan

# INDEX

## 01 . INTRODUCTION

The Project  
Our Approach  
Methodology

## 02 . CONTEXT

Location Plan  
Study Area

## 03 . BASELINE

History  
Policy  
Town Centre Health Check  
Community Assets  
Parking  
Connectivity  
Character Zones

- North Promenade
- Central Promenade
- Town Centre
- South Beach

## 04 . CONSULTATION

Summary

## 05 . THE VISION

The Vision  
Illustrative Masterplan  
North Promenade  
Central Promenade  
Town Centre  
South Beach

## 06 . DELIVERY & NEXT STEPS

Introduction  
Priorities and Phasing  
Funding and Finance

# 01.

# INTRODUCTION

As this Masterplan for Cleethorpes seafront and town centre is being prepared in early 2022, there are greater opportunities for British coastal resorts than there have been for over 50 years. Prior to the Covid-19 pandemic there were clear signs of a positive shift in the fortunes of coastal towns, a result of investment in coastal locations, sustainable travel choices, and a result of a re-appreciation of Britain’s magnificent assets. The pandemic has accelerated this societal direction of travel.

Cleethorpes has a wealth of assets that can enable it to be at the forefront of this renaissance of the British coastal resort. Cleethorpes is blessed by natural assets, a history of impactful human investment and a progressive community. Undoubtedly, Cleethorpes’ magnificent waterfront contributes significantly to the town’s proud history and continued success. The Vision and Masterplan divide this waterfront into three distinct areas, each with distinguishing characteristics that provide leisure and business opportunities for a wide breadth of society.

Central to the three seafront character areas is Central Promenade, offering a reasonably well-preserved Victorian seaside experience - a wonderfully long promenade, sandy beach, pier, associated seafront cafés, shops and arcades, and the generous Pier Gardens public park. Proposals are to enhance Central Promenade’s Victorian character with public realm improvements; seating, lighting, wayfinding and public art, increasing opportunities to relax, play, and socialise along the seafront. The Vision and Masterplan proposes for Pier Gardens to receive a mini-masterplan of its own to create a series of ‘rooms’ that provide opportunity for events, play, exercise, relaxation and wellbeing.

Every town needs an area that provides opportunity for a new generation to make its mark, and to leave a new positive legacy that adds to the wonderful legacy left by the Victorians. From the engagement, and existing plans in place, it’s clear that North Promenade can provide a progressive, sustainable, youthful, alternative, yet complementary offer for the town. To achieve the ideas that have emerged from substantial engagement will take bravery and a ‘roll up the sleeves’ mentality, but the North Promenade can, and should be, the catalyst to retain younger generations and attract a new generation of entrepreneurs to put down roots in the town. Helping to build Cleethorpes’ ‘brand’ as a future facing, go-to destination for new a generation of visitors.

The third distinct seafront character area is South Beach, stretching from the leisure centre, south to the iconic ‘Fitties’, incorporating the Site of Special Scientific Interest (SSSI) marshland, beautiful and somewhat secluded world class beaches, iconic historic assets such as the ‘Fitties’ seaside retreat and Cleethorpes Coast Light Railway, events spaces/ showgrounds, fringed by a beautifully maintained country park.



Proposals are for this southern stretch of Cleethorpes seafront to benefit from unobtrusive public realm improvements, and infrastructure interventions that respect and enhance the natural beauty of the SSSI, helping the town become increasingly known as a place for health, wellbeing, and exploration.

At a time of continued change for our town centres it is vital that they are given all the support possible. We are not seeing our town centres and high streets in terminal decline but rather as evolving, and Cleethorpes with its dominant independent retail, and food and drink community is well set to enjoy the societal shift towards an increasing appreciation of local business.

Simply put, Cleethorpes’ town centre has ‘fine bones’ to build upon. The Masterplan has strong ideas of how to make the town flow, encouraging exploration, creating the desire to linger, providing socialising opportunities, and the associated spend that comes with this. Proposals can improve connectivity from the seafront to Market Place, St Peter’s Avenue, Sea View Quarter, and Alexandra Road, encouraging a circular route for people to explore the town’s varied independent shops, eateries, bars.

All of this thinking is borne out and has been ratified by what we believe is the largest survey ever undertaken in the town with a representative demographic of over 2700 residents, business owners, and visitors collectively spending over 1000 hours explaining their understanding of the town’s assets and desires for its future. The positivity shown and the clarity of understanding of the opportunities available to Cleethorpes is clear, as is the fact that there is an entrepreneurial and economic dynamism that can be further unleashed by this Masterplan.

Opportunities for Cleethorpes are extensive. The societal direction of travel the growth in water-based leisure, the health and wellbeing movement, the pandemic accelerated staycation boom, the re-appreciation of the British Victorian seaside resort, and the desire to find new places to celebrate are all co-aligning to present Cleethorpes with a bright future. However, these factors are also available to many other towns in the coastal resort-rich nation and there will be “winners and losers”.

This Masterplan mustn’t sit in a drawer and thus has stated ‘early wins’, borne out of the engagement that should be embarked on to set things in motion and demonstrate intent.



North East Lincolnshire Council (the Council) have commissioned HemingwayDesign and GL Hearn to produce a Masterplan for Cleethorpes, North East Lincolnshire, which sets out a clear vision for the future development and regeneration of the resort and main town centre area over the short, medium and long term.

The design team, consisting of Masterplanners, Landscape Architects, Planners, Urban Designers, Quantity Surveyors and Economic Consultants have worked in partnership with the community and stakeholders to produce a long term strategy for Cleethorpes. The Masterplan is set within the context of Cleethorpes’ ambition to develop and grow the tourism offer including increasing footfall, creating sustainable jobs, encouraging more overnight stays, and extending the traditional tourism season. It also supports the creation of a green economy and environment which maximises low carbon and healthy initiatives.

The second part of the commission which follows on from the Masterplan work will provide a comprehensive delivery strategy with clear economic evidence for key priority projects that will be included in a future Levelling Up Fund (LUF) bid to Government in 2022.

Any successful Masterplan requires a robust methodology that is strictly adhered to throughout the life of the project. This agreed approach helps to create a Masterplan that meets the needs of the clients, community and key stakeholders. The Masterplanning process was delivered over 2 key stages:

Stage 1:

Understanding the Site:

Once all the baseline information was assembled the design team carried out a series of site visits and consultations to improve their understanding of how the area operates. Analysing plans and reports was valuable and provided a practical insight into the area, but speaking with the community and spending time in the area was invaluable to our understanding of the issues and identifying possible solutions. With the baseline information gathered, the team then carried out an intense study of the area to identify all the constraints and opportunities.

Confirming the Vision:

The results from the first stage, including all Consultation responses were evaluated and, in combination with the Council's initial brief and adopted policies and initiatives, used to confirm a vision for the Masterplan. Design principles were defined that, when applied, will ensure the project objectives are achieved.

The framework was cross referenced for every design decision during the design process. In this phase we explored the methods and prepared a range of outline proposals that will achieve the project objectives. These option testing presentations were a condensed version of the final Masterplan.

The Vision

The Vision chapter contains a set of robust proposals that are based on the findings from the previous stages and the stakeholder’s needs and aspirations. The proposals have been shaped through rigorous testing and consultation. The framework principals defined within the Vision will have informed all design decisions and led to a set of plans, diagrams and images that combined met the objectives.

Note that the Masterplan is an evolving document that needs to respond to a variety of external factors. The Masterplan may go through a series of updates in order to make the interventions viable.

02.

CONTEXT

North East Lincolnshire (NEL) is a small unitary authority covering an area of 192km2. The majority of the resident population live in the towns of Grimsby and Cleethorpes with the remainder living in the smaller town of Immingham, or in surrounding rural villages.

NEL is accessible by road by the M180/A180 to the west, the A46 from Lincoln to the south-west, and the A18 and A16 from the south. A rail line terminates at Cleethorpes with stations at Grimsby Town and Grimsby Docks, running to Manchester, Doncaster, Lincoln, Newark, Barton-on-Humber and Scunthorpe. Humberside and Doncaster Sheffield Airports are located nearby which all offer direct flights to destinations across Europe.

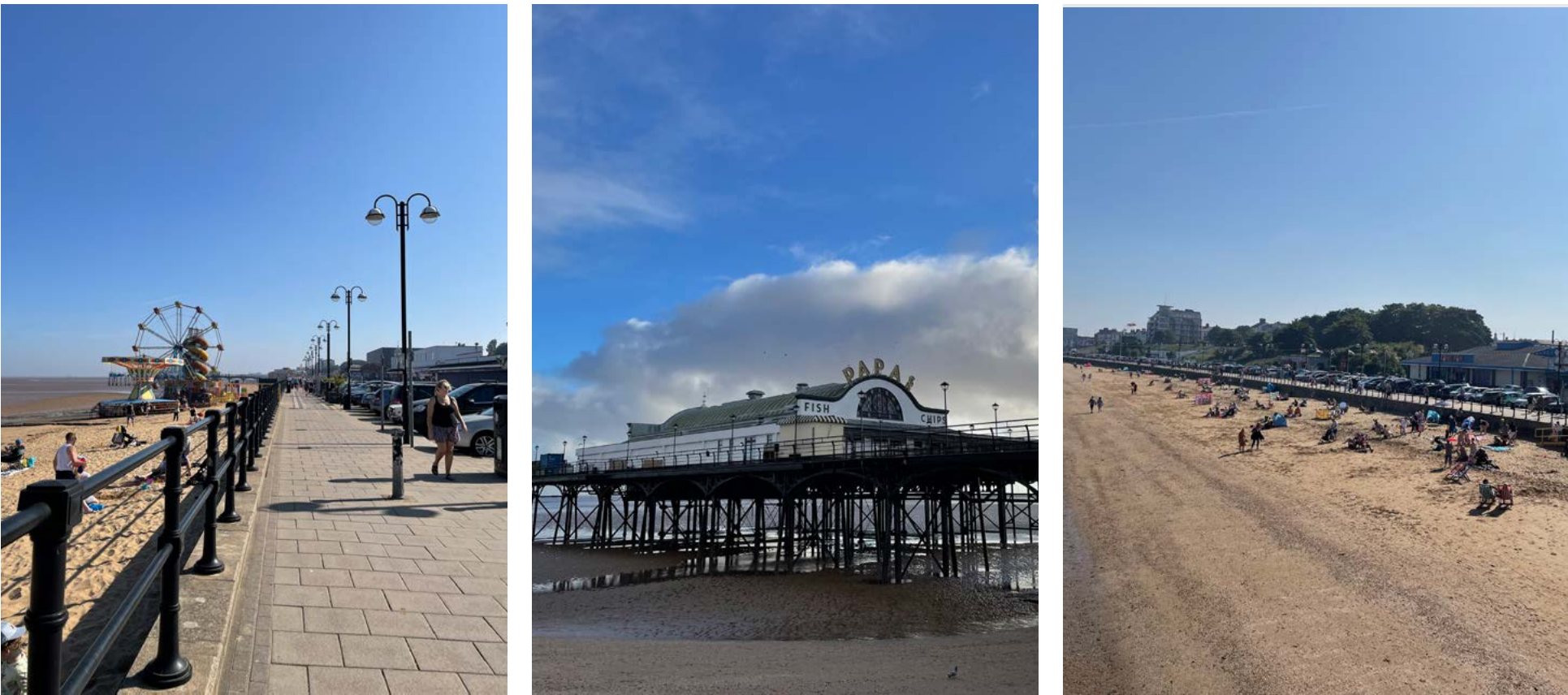
Census figures classify 90.1% of the population of NEL as living in an urban environment. However NEL has a wide variety of parks and open spaces. On the Northern border the Humber estuary has been designated as a SSSI and to the South, the Lincolnshire Wolds is an Area of Outstanding Natural Beauty. Cleethorpes gained 3 Seaside Awards in 2018 for its beaches and gained Blue Flag status in 2021.

The total population of NEL is estimated at 159,563. The percentage of the local population who are of working age, (16 to 64), is estimated at 59.9% (97,004). 20.6% (31,898) of the local population are of pensionable age. The percentage of children and young people, (0 to 15), is around 19.5% (30,924).



The plan below indicates the geographical focus area of the Masterplan. The focus area includes: the resort and beachfront and their immediate hinterland including the promenades (North and Central promenades and the Lower Kingsway); the railway station which is an arrival point for tourists by train: Isaacs Hill as an arrival point for visitors by car; the retail centre of the town including High Street, St Peter’s Avenue, Alexandra Road, Sea Road, Sea View Street and Cambridge Road); the Leisure Centre and Boating Lake through to the Meridian Showground; and the Pleasure Island site.

For the purpose of the Masterplan, we have extended the scope of the works to include the “South Beach” area on the Estuary side of the Fitties.



03.

BASELINE

HISTORY

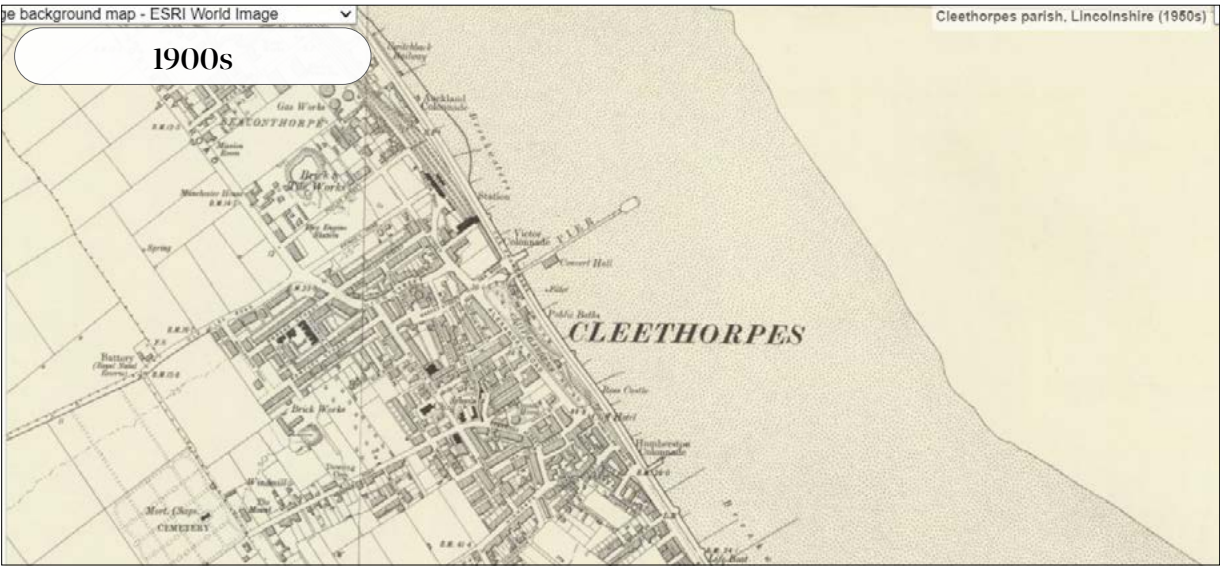
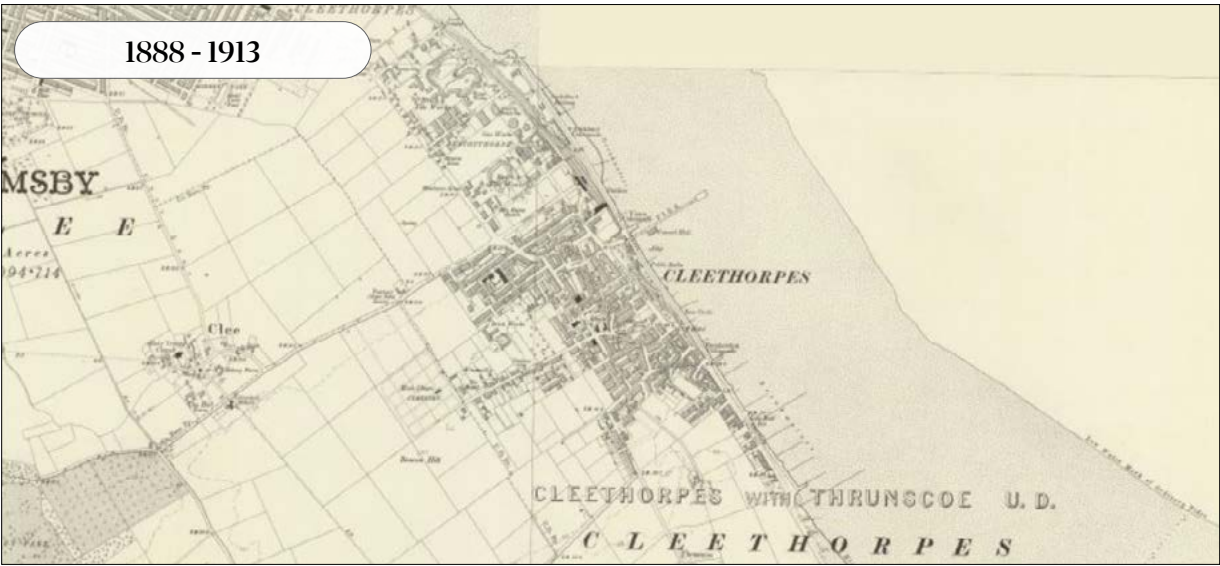
Cleethorpes has been permanently occupied since the 6th Century, with substantial communities established from the 9th Century, following the arrival of the Danes. Its location adjacent to the River Humber, and the associated fishing benefits, enabled the community to sustain itself until a change of its identity in the early 19th Century, to a health focused holiday resort.

Further growth was enabled with the arrival of the railway in the 1863, and expansion of the port at Grimsby. Cleethorpes began its transformation from a small scale society retreat with the merging of the hamlets, Thrunscoe, Itterby and Oole, into a major resort accommodating thousands of visitors each year. By 1873 the Pier was built, followed by the promenade in 1885, and Cleethorpes' population had grown to 4000. Cleethorpes continued to grow and established itself a leading national holiday resort.

During the 20th Century, to accommodate the population growth and increasing visitor numbers, Cleethorpes invested in its social infrastructure and built a number of churches, schools, colleges, the Town Hall and housing, and transformed the town into a settlement similar to the one we see today.

Key Dates:

- 1820: the emergence of Cleethorpes as a tourist resort
- 1856: Cleethorpes' National School
- 1863: Arrival of the Railway
- 1873: Completion of the Pier
- 1877: Declared a Local Board of Health
- 1890: Greenwich Meridian Line established
- 1900: Kingsway Sea Defence
- 1914: Construction of the two Humber Forts
- 1995: Pleasure Island Family Resort opened.
- 1996: Discovery Centre Opened
- 2007: Winter Gardens was demolished





North East Lincolnshire Local Plan

The Development Plan for NEL is formed by the North East Lincolnshire Local Plan (NELLP). The NELLP is therefore the primary decision-making tool in the determination of planning applications in Cleethorpes with other relevant guidance being “material considerations” in these decisions. The NELLP sets out a spatial framework for growth across NEL up to 2032. This significant growth includes plans for the delivery of 8,800 new jobs and 9,742 homes. The NELLP recognises the critical role that Cleethorpes has within the economy of the authority area, particularly with respect to tourism and visitor economy: “The seaside town of Cleethorpes dominates the Borough’s visitor economy, supported by the cultural and tourism offer in Grimsby and the wider environment, which attracts both holiday makers and people visiting the area on business. Tourism also accounts for a significant number of jobs equating to approximately 7.2% of those in the borough. Jobs linked to the tourism industry are of particular importance to Cleethorpes, and generate income in the region of £0.5billion.”

As part of planned growth, NELLP supports the continued development and expansion of Cleethorpes as a visitor destination through a combination of supportive planning policies and allocations that will reinforce this role. Policy 12 specifically focusses on the tourism and visitor economy in the area and, amongst other aspects, is supportive of development that contributes to year-round all weather visitor economy as well as a wide range of facilities in both Cleethorpes & Grimsby.

Policy 2

Tourism and Visitor Economy

1. The Council will support development that is consistent with the following principles:
  - A. safeguards, supports and enhances the growth of existing and new visitor, cultural and leisure attractions that are appropriate to their location, including the resort area and town centres;
  - B. supports the provision of a wide range of attractions within the town centres of Grimsby and Cleethorpes;
  - C. contributes towards the development of a year round all weather visitor economy;
  - D. enhances the provision of support facilities for visitors e.g. car parking, high quality accommodation, and signage;
  - E. promotes rural ‘green tourism’ facilities and supports rural diversification where appropriate;
  - F. safeguards and promotes local distinctiveness and cultural diversity;
  - G. maintains the high water quality and attraction of Cleethorpes beach;
  - H. maintains the integrity of the designated Humber Estuary Natural 2000 sites and features of interest associated with the Humber Estuary SSSI. Securing appropriate, effective and timely mitigation when necessary; including a commitment to further development of the Cleethorpes Habitat Management Plan to manage increasing recreational pressures and access

- to sensitive areas. Any mitigation or management measures will be implemented prior to impacts occurring;
- I. protects and enhances places of historic character and appearance;
  - J. protects and enhances sites of biodiversity and geodiversity importance; and,
  - K. raises the profile of the area at a regional and national scale, contributing to place marketing promoted through DiscoverNEL.
2. When developing within the Area Of Natural Beauty (AONB) particular regard should be had to the criteria above and specifically the Lincolnshire Wolds AONB Management Plan.

The Masterplan study area covers what is the focal point of Cleethorpes’ visitor economy including much of the promenade and town centre. Within Cleethorpes town centre, the plan allocates land to accommodate 1,816m2 new convenience floorspace; 5,631m2; new comparison floorspace; cafés, bars and restaurants; and, residential.

- These allocations are focussed in the following sites:
- A. Adjacent Dolphin Hotel(91) - retail (A1 (convenience), A3); and,
  - B. Grant Street/North Promenade/Sea Road(92) - retail (A1, A3), leisure (D2), and residential (C3) (upper floors); and,
  - C. Central Promenade(93) - retail (A1, A3), leisure (D2).

Cleethorpes town centre is identified in the NELLP amongst a hierarchy of centres as a “main town centre.” Within the hierarchy the town centre sits below the “sub-regional centre” of Grimsby but above the “small town centre” of Immingham and the “district centre” at Freeman Street in Grimsby. Policy 23 “Retail hierarchy and town centre development” of the

NELLP notes that “development that supports the viability and vitality of the town centre, and strengthens the association of the commercial core and resort area, will be encouraged with the aim of broadening the town centre’s appeal.” Policy 23 goes on to note that in Grimsby, Cleethorpes and Immingham town centres the Council will “encourage and support mixed use development that adds to town centre vitality and viability; extends the range of offer to a broad spectrum of the population; and promotes an extension of the evening economy. Acceptable town centre uses are considered to be:

- A. A1 Retail;
- B. A2 Finance and Professional Services;
- C. A3 Cafés and Restaurants;
- D. A4 Drinking establishments;
- E. A5 Hot food takeaways;
- F. B1a Offices;
- G. C1 Hotels;
- H. C3 Dwelling houses (first floor and above);
- I. D1 Non-residential institutions; and,
- J. D2 Assembly and Leisure.”

Policy 26 “Primary shopping frontages” refers to a number of street frontages which constitute the core shopping areas within each centre. Within these “primary shopping frontages, non-retail development will be permitted at ground floor level only where the development would not result in more than a third of the individual units being used for non-retail uses. Retention of a display window will be required where the absence of this would otherwise have a detrimental impact on the nature and character of the shopping street.” However, whilst the NELLP promotes growth in the local visitor economy and associated retail, leisure and residential offer, the NELLP also contains policies which safeguard natural and built heritage assets and ensure that the risk posed from flooding to new development is minimised and mitigated. These policies are relevant given the range of built and natural heritage assets within and adjacent to the study area, including the Cleethorpes Central Seafront Conservation Area and Humber Estuary Special Protection Area (SPA), Special Area of Conservation (SAC), SSSI and Ramsar site. There are also some areas at significant risk of flooding within and adjacent to the study area.

Some of the key, relevant policies in relation to development in the Masterplan area include:

- Policy 12 Tourism and visitor economy
- Policy 22 Good design in new developments
- Policy 23 Retail hierarchy and town centre development
- Policy 25 Cleethorpes Town centre opportunity sites
- Policy 26 Primary shopping frontages
- Policy 29 Social and cultural places
- Policy 33 Flood risk
- Policy 36 Promoting sustainable transport
- Policy 39 Conserving and enhancing the historic environment



- Policy 40 Developing a green infrastructure network
- Policy 41 Biodiversity and geodiversity

### National Planning Policy Framework

National Planning Policy Framework (NPPF) is a significant material planning consideration in planning decisions in Cleethorpes and across England. It identifies the purpose of the planning system as “being to contribute to the achievement of sustainable development.” Amongst the relevant policies in NPPF, paragraph 86 of section 7 “Ensuring the vitality of town centres” notes that planning policies and decisions “should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation.” This includes including planning policies which: “ a) define a network and hierarchy of town centres and promote their long-term vitality and viability – by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters;

b) define the extent of town centres and primary shopping areas, and make clear the range of uses permitted in such locations, as part of a positive strategy for the future of each centre “.

There is also, in paragraph 86, a recognition of the important role that residential development can play in ensuring the vitality of centres and NPPF accordingly supports policies that encourage residential development on appropriate sites.

### Legislative changes, NPPF & the NELLP

One of the most significant and wide-reaching planning reforms in recent years has been the consolidation of a number of separate Use Classes under a single ‘Commercial, Business and Service’ Class E. This amendment to the Town and Country Planning (Use Classes) Order 1987 (the ‘UCO’) in July 2020 came into effect in September 2020 and combined shops, restaurants, offices, gyms and nurseries (amongst others) so that changes between these uses are no longer “development”, and therefore planning permission is not required. This significantly limits the control that planning authorities have on changes of uses within their town centres with certain policies rendered either irrelevant or ineffective by the change. In the context of the study area, Policy 26, which restricts non-retail uses on the primary shopping streets within Cleethorpes, can now be circumvented without input from the planning authority. Following this change, in March 2021, an amendment was made to the General Permitted Development) (England) Order 2015 (the ‘GPDO’) to allow for the change of use of these Class E properties to residential from August 2021 (extending a right that had previously been restricted to office uses).

This permitted development right is subject to maximum size requirements, the property having been in use as Class E for two years and vacant for three months, as well as an application to the council for ‘prior approval’ for limited consideration of impacts related to transport, contamination, flood risk, noise,



the provision of natural light and the potential effect of providing residential accommodation within an industrial area. Further limitations apply in conservation areas and for nurseries, as well as in areas covered by article 4 directions where the rights do not apply.

NPPF provides clarity on the application article 4 directions, and planning conditions, to remove these permitted development rights:

The use of Article 4 directions to remove national permitted development rights should:

- where they relate to change from non-residential use to residential use, be limited to situations where an Article 4 direction is necessary to avoid wholly unacceptable adverse impacts (this could include the loss of the essential core of a primary shopping area which would seriously undermine its vitality and viability, but would be very unlikely to extend to the whole of a town centre);
- in other cases, be limited to situations where an Article 4 direction is necessary to protect local amenity or the well-being of the area (this could include the use of Article 4 directions to require planning permission for the demolition of local facilities);
- in all cases, be based on robust evidence, and apply to the smallest geographical area possible.

Similarly, planning conditions should not be used to restrict national permitted development rights unless there is clear justification to do so.

It is therefore clear that planning authorities are not given carte blanche to use article 4 directions and conditions to remove these rights – any decision to do so must be based on robust evidence and the area affected limited to the bare minimum for it to be effective.

### North East Lincolnshire Economic Strategy

The recently adopted North East Lincolnshire Economic Strategy (NELES) sets out a long-term vision for the economy of NEL along with actions to help deliver this vision. The vision focusses on 4 key areas:

- Business growth – Building on our industry strengths;
- A green economy – Maximising low carbon and healthy initiatives in industry and in our Place;
- Skills – Investing in our workforce;
- Place-making – Ensuring our towns are great places to live, work, visit and stay.

The NELES seeks to transform the council’s town centres into vibrant, dynamic destinations for visitors, and ensure residents and businesses are proud of where they live and work. Enhancing the visitor experience and promoting civic pride; creating a year-round tourism offer and implementing a diverse event and cultural programme to attract more visitors is a key objective of the strategy. The strategy also seeks to support town centre living and working to support the evening/night-time economy to continue the regeneration and revitalisation of town centres. Additionally, the NELES will identify opportunities from the Government’s Tourism Recovery Plan for the advantage of the local sector.

The Cleethorpes Masterplan seeks to address these objectives, however additional emerging strategies will have an important



role to play in shaping the local economy, including the Tourism Action Plan and the Creativity Strategy. The Tourism Action Plan seeks to build the area’s visitor economy, working to promote the borough, attract more visitors and encourage longer stays, whilst the Creativity Strategy will set out how arts, culture and heritage will be at the heart of enhancing lives of people in NEL.

### Cleethorpes Central Seafront Conservation Area Appraisal

The Cleethorpes Central Seafront Conservation Area (“the Conservation Area”) encompasses a significant proportion of the study area including parts of the Central and North Promenades, pleasure gardens and Alexandra Road. Within and adjacent to the Conservation Area there are numerous locally and nationally listed buildings.

The Appraisal notes that the character of the Conservation Area is principally provided by the wide linear seafront and its development as a Victorian resort with distinctive features such as the promenade, pier and pleasure gardens. However, earlier street patterns are still apparent reflecting the historic settlements of Oole (Market Place) and Itterby (Sea View Street) where there is some late Georgian development.

A later grid pattern of streets infill the two settlements which are mostly associated with Victorian town planning. Buildings are predominantly terraced, with (mainly) larger individual buildings interspersed. The Appraisal notes that the pattern of fenestration, with it regimented and predominantly vertical emphasis, provide rhythm to the elevations and streets. This rhythm is punctuated by canted bay windows on some upper floors.

The Appraisal identifies the predominant material used for the construction of exterior walls in the Conservation Area as smooth red brick, though over time many properties have been rendered which detracts from the character of the buildings themselves and the wider Conservation Area.

Traditional shop fronts contribute significantly to the character of the area. Predominant historic style of shop fronts and windows are Victorian and Edwardian, sometimes fitted to earlier buildings.

Cast iron balconies are also a key feature along Alexandra Road where they provide a dual purpose of shelter for shoppers and uninterrupted views across the seafront for residents. However, whilst much of the town’s heritage remains, the Appraisal notes that the condition of the Conservation Area presents significant challenges. This is reflected in it being identified as “at risk” on the Historic England at Risk register. The Appraisal notes the detrimental impact that unsympathetic new development has had and that the Council is now eager to ensure that development is of the highest standard so that past mistakes are not repeated.

### Demographics

According to the mid-year estimates published by the Office of National Statistics (ONS) in 2020, 38,372 people live in Cleethorpes. 56% of the population are aged between 18 and 64. However, Cleethorpes’ population between 2011 and 2020 has declined annually by 0.31 %.

Between 2011 and 2020, the population of those aged between 0 and 17 and 18 to 64 has decreased by 3.9% and 9.4%



respectively, whilst those aged 65 and over has increased considerably - by 17.4%. This ageing population is also evident for the NEL district, with data released by the ONS in 2018 showing that the average age of those living in the district has risen to its highest level since the turn of the century, with the majority of residents aged over 42. The median age was 42.3 years in 2019, compared to the national average of 40.1 years.

Income and Deprivation

The Indices of Multiple Deprivation (IMD), published in 2019, measures relative levels of deprivation in 32,844 small areas or neighbourhoods, termed Lower Super Output Areas (LSOAs), in England. NEL was rated the 16th most deprived area in England. The majority of LSOAs in Cleethorpes contain relatively high levels of deprivation, within the top 30% most deprived LSOAs across the country.

This is reflected in lower levels of income for Cleethorpes compared to the national average, with average weekly household disposable incomes estimated to be £100 lower within the town, at £595 compared to £694.

Economy and Employment

At the time of the Census (2011), of the economically active population aged 16 to 74, 60.1% were in employment, considerably below the average of 70.5% for England and below the North East average, 65.6%. Accordingly, unemployment levels are also relatively high - 5.3% of the economically active

population are unemployed in Cleethorpes, higher than the national average of 4.4%.

Whilst the economy of Grimsby to the north is largely dominated by the port and logistics sectors, supported by the Port of Grimsby, Cleethorpes’ economy, like many coastal towns, is heavily reliant on predominantly seasonal and comparatively low paid employment in the tourism and leisure industry. The town suffers from a number of characteristics which are preventing the economic growth of the town, particularly an ageing population and low paid employment, evidenced by the comparatively low incomes of those living in Cleethorpes.

Education

16.1% of the population aged 16 and over have obtained level 4 qualifications or above, considerably lower than the national average of 27.4%. Additionally, in line with the relatively high levels of unemployment, 29.5% of Cleethorpes’ population have no qualifications, higher than England’s average of 22.5%.



Health

According to the Census (2011), 78.1% of Cleethorpes’ population is either in very good or good health, compared to 79.0% in NEL and 81% in England. According to the Chief Medical Officer’s annual report published in 2021 ‘Health in coastal communities’, North East Lincolnshire residents are becoming ‘old before their time’ due to a myriad of health problems, including an increased likelihood to live shorter lives, be obese, struggle with mental health issues and suffer from alcohol-related conditions.



Residential Market

In 2021, according to Rightmove, properties in Cleethorpes have sold for an average price of £166,299. Most sales were of terraced properties, selling for an average price of £106,126. Semi-detached properties sold for an average of £174,505, with detached properties averaging £261,221.

Overall, house prices in Cleethorpes have increased by 15% since 2019 and are up 20% on the 2016 peak of £139,089. House prices are performing well, with growing demand for properties resulting from the increased levels of investment, regeneration and national well-renowned events hosted in the town.

At the time of the Census (2011), 69% of households were owned, higher than both the regional and national averages (66.4% and 64.2% respectively.) Additionally, the majority of dwellings in Cleethorpes are terraced (33.5%) and semi-detached (32.2%) properties, with detached properties comprising 21.2% of the town's housing mix and flats just 12.7%.

Recent Residential Development

A planning application to transform the former Hotel and Public House at the vacant Imperial Hotel at 157 Grimsby Road into 16 self-contained flats was approved in December 2016. A later application was approved for a scheme to the rear of the existing hotel building to deliver three townhouses, one commercial units and flats above. Sold values in 2019 ranged between £55,000 and £70,000, whilst the end of terrace, two-bed house sold for £95,000.

Retail and Leisure Market

As a major tourist destination, Cleethorpes' retail offer caters for the tourist trade as well as for the daily top-up needs of local residents. St Peter's Avenue is Cleethorpes' main high street, a tree lined traditional linear avenue offering typical high street shops and businesses including Coop, Boots, Costa Coffee and a number of banks, as well as several independent food and grocery outlets. The offer is predominantly focussed on meeting daily top-up shopping needs, due to the area's largely convenience offer.

Market Place is dominated by parking, pubs, restaurants and takeaways. 17 units front Market Square, including Steel's Corner House and The Market Tavern and 3 vacant units. Market Place offers a seasonal weekly outdoor market every Saturday and Wednesday.

According to data from Goad, of the 169 retail units fronting St Peter's Avenue, Short Street, Market Street, Alexandra Road and Isaac's Hill, 18 are currently vacant (10.6%).

St Peter's Avenue can be reached off of Sea View Street and Cambridge Street. Sea View Street retains a distinct character, offering a niche range of independent boutiques, cafés and restaurants with attractive shop frontages, helping to create a thriving centre for independent retail and supporting a diverse evening economy.

The town centre's location constrained by Cleethorpes' surrounding residential areas has resulted in significant out-of-centre development, including at Hewitt's Circus Retail Park, comprising nearly 140,000sqft of retail uses to the west of the

town. The retail park contains a large Tesco Extra, Pets at Home and Poundstretcher.

Meridian Point Retail and Leisure Park, situated on Kings Road to the south of Cleethorpes town centre, is an established leisure scheme with tenants including McDonalds, The Parkway Cinema, KFC, Premier Inn and Starbucks. Just southwest of Meridian Point is Meridian Showground, Cleethorpes' main dedicated multi-purpose entertainment venue, which is used for numerous outdoor cinemas, music events such as Fake Fest and the Gathering, and the Race for Life and the ABP Coastal half marathon. including, according to CoStar, retail rents across NEL average £16.43 psf, dropping by -0.1% over the past 12 months.

Tourism

According to a Scarborough Tourism Economic Assessment Monitor (STEAM) report, published in 2019, 10.3 million people visit NEL each year, providing a visitor economy worth around £640million and supporting 7,160 full time equivalent jobs. However, of those 10.3 million visitors annually, 94% are day visitors, with only 6% staying overnight. Additionally, over 65% visit between the months of April through to September. 3.4 million tourists come specifically to Cleethorpes over the year, mainly from the traditional South Yorkshire and East Midlands catchments drawn by the resort's distinctive Victorian character, however the majority of these visit during the summer months.

Awarded the Quality Coast Award in 2007 for its high quality beaches and resort facilities and a blue flag for 2021, Cleethorpes has the most concentrated tourist offer within the NEL borough, largely due to its Victorian seaside resort

feel, the vast promenade and pier, and the ecological hotspot of the Fitties. During the summer season, the town largely attracts day-trippers but like most seaside resorts in the UK, has struggled to retain holiday-makers and the North Promenade fails to attract large numbers of tourists. However, beyond the Leisure Centre situated on the town's long expanse of Promenade lies the Humberston Fitties, an incredible expanse of natural salt marshes and wildlife, and protected by numerous ecological designations including being a Ramsar, SPA and SSSI.

The resort is also supported by Cleethorpes Pier, Cleethorpes Boating Lake as well as Thorpe Park Holiday Complex, owned by Haven, which offers a range of holiday accommodation and on-site entertainment activities aimed at families. The town also offers a Yacht Club. Cleethorpes has been successful in securing £6.7million of external funding to regenerate key areas of Cleethorpes. This includes £3.8million awarded in March 2017 to CoastNEL, supported by the Council, to deliver a number of key projects including public realm improvements, business support, an events programme, which included the award winning 2019 Festival of the Sky, and public art on the North Promenade. Also included in the Programme is the £2.9m National Heritage Lottery funded Townscape Heritage scheme to conserve and restore key heritage features in properties on Alexandra Road and Sea View Street.

However, the resort is heavily reliant on tourism and the Covid-19 pandemic, and the subsequent closure of the majority of the resort's businesses during lockdown, resulted in significant impacts to the economic vitality of the area. Consumer spending plummeted by 72% and those businesses

that remained open suffered losses of up to 95%. Compared to 2019, visitor numbers dropped by 54.6% in 2020, resulting in a 51.9% decrease in the visitor economy. Despite the easing of restrictions resulting in an increase in the popularity of seaside 'staycations', with increased demand evidenced by rising accommodation costs, there has been a longer-term growing trend in the number of day trips to Cleethorpes compared to overnight stays. Additionally, tourism in Cleethorpes is heavily seasonal, resulting in many businesses along the long stretch of promenade closing during the off-peak season. Consequently, the town needs to be transformed into a 'go-to' destination for visitors by developing Cleethorpes' reputation as a year-round resort, to deliver significant benefits to the tourism industry and support the economic vitality and sustainability of the town.

Footfall

Footfall data between 2015 and 2021, collated by the Council, has been analysed in the town. From late 2018 the footfall counters were relocated to the Promenade and along St Peter's Avenue. Typically, footfall at both these locations since 2018 has been highest during the summer months as a result of seasonal tourism. Footfall figures for the Promenade and St Peter's Avenue are largely similar throughout the year, excluding the summer months, where footfall along the Promenade is almost double that along the main shopping street. In 2021, the highest numbers of people were recorded in the month of June, totalling 447,744 people across both locations, whereas for 2020, the highest footfall of 393,402 people was recorded in September 2020 and 428,603 people in September 2019. Consequently, overall footfall numbers in summer 2021 were back to pre-pandemic levels. Pre-pandemic, at its quietest, 118,163 people were recorded across both levels in December 2019, proving

the considerable difference in footfall levels between in-season and out-of-season months.

Commercial Market

According to CoStar, NEL's commercial market contains around 1.3millionsqft of office space and has a vacancy rate of 3.2%, which has essentially stayed unchanged over the past year.

However, rents have fallen by 2.9% over the past year and the situation doesn't look much better on a longer timescale, having decreased by 0.7% per year on average over the past decade. Average market rents for office space stand at around £8.60 per sq ft. There are currently no pipeline office developments and no new facilities are under construction.

Pipeline Development

One Cleethorpes, Former Clifton Bingo Hall

The site comprising the vacant land associated with the former Clifton Bingo Hall, immediately adjacent to Cleethorpes railway station, is allocated for housing on the Council's Policies Map to deliver 80 residential units. A Local Development Order (LDO) for the was adopted in 2016. The LDO granted outline permission for principally residential with an element of commercial development in classes A1 (shops), A2 (financial and professional services), A3-5 (restaurants, cafés, drinking establishments and hot food takeaways) and D2 (Assembly and Leisure). The purpose of the LDO was to reduce the risk of the planning process to make the development more attractive to prospective developers.

A Reserved Matters Application (Application Reference: DM/0537/18/REM) submitted by Bell Cornwell and Cielo Realty Ltd to deliver three buildings comprising 99 apartments (with the blocks up to 13 storeys in height), alongside other uses, including commercial and retail at ground floor and an underground car park, was approved in October 2019. However, development has not yet commenced and the site remains vacant.

Former Waves site, Sea Road

In May 2020, a full application (Application Reference: DM/0066/20/FUL), submitted by Engie in partnership with the Council, was approved for the site formerly containing three individual buildings: the former Waves Bar with basement and an unoccupied first floor flat; public toilets and a boat house used by the Beach Safety team, situated on the junction between Sea Road and North Promenade directly opposite the entrance to the Pier. The current scheme with planning approval will accommodate the Beach Resort Team and public toilets on the ground floor and has a larger scale commercial unit opportunity on the first and second floors.

The scheme is yet to be constructed, however the retail premises across the three floors are currently on the market to let. As a key strategic site in a prime location, and as a result of the findings of the Masterplan, the Council is currently reviewing the options for its future development.

Former Savoy Amusement Arcade, North Promenade

In September 2021, Ebb&Flo were granted planning permission (Application Reference: DM/0239/21/FUL) to develop a mixed use development that combines watersports activities, a café, first floor flexible venue and lettable units for rent to complimentary businesses on the former Savoy Amusement Arcade at the North Promenade. The building will be constructed using modular shipping containers and a glass frontage to open out onto the seafront, with active ground floor uses to encourage people in the development from the seafront. The development will also deliver an external courtyard with three-bed residential properties at second and third floors, including external terraces overlooking the sea. The scheme will help to transform this area of the North Promenade, making it an attractive location for independent businesses and increasing the town's tourism offer.

Suggitts Lane Footbridge

In June 2021, plans to replace the existing level crossing at the eastern end of Suggitts Lane with a footbridge with steps, ramps and lighting improvements over the Cleethorpes to Grimsby rail line were approved (Application Reference: DM/0389/21/FUL), to improve accessibility to the North Promenade and due to be opened in March 2022.

Former Pleasure Island Leisure Park

Located approximately 2.5km southeast of Cleethorpes, the 23.5ha site comprises the former Pleasure Island Theme Park, which closed in 2016. A request for an EIA screening opinion (Application Reference: DM/1079/20/SCR) for the proposed



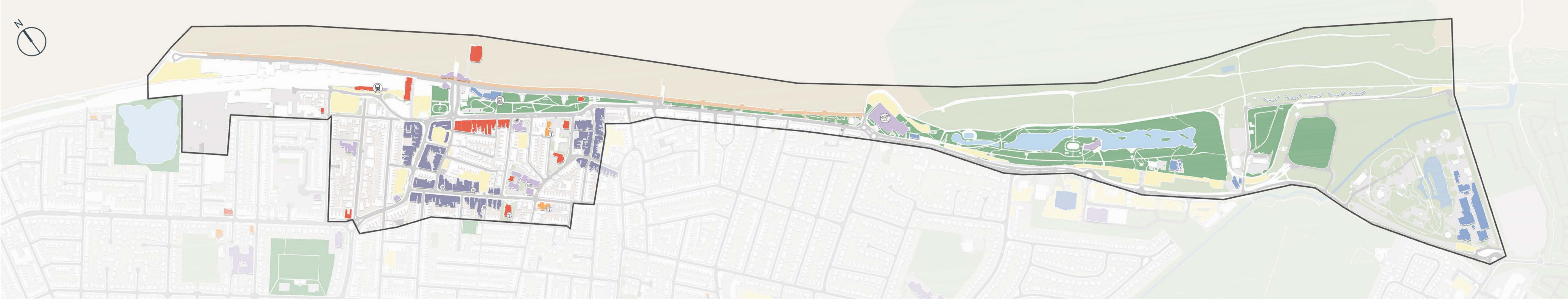
redevelopment of the site as part of a leisure-led mixed use development was submitted in December 2020.

Although no further planning application has been submitted to the Council, the proposals, as detailed in the EIA scoping report, would deliver 250 new holiday lodges, a 148-bed hotel, restaurants and leisure facilities, including a new Lidl food store and a garden centre, alongside a petrol filling station and new water sports building comprising three refurbished shipping containers, to facilitate to use of the lake for watersports.

Thorpe Park Holiday Park

A Full Planning Application (Ref: DM/1037/21/FUL) was submitted in October 2021 to redevelop the outdoor activities area to form a new 'Adventure Village' at Thorpe Park Holiday Camp (owned by Haven Leisure Ltd) which will include a Climbing Wall, High and Low Ropes, Crazy Golf, Activities Hub and Cycle Hire. As of March 2022 the application is awaiting determination.





The above land-use plan highlights the pertinent elements of Cleethorpes that are essential to its operation. For the Masterplanning team highlighting and understanding how the town functions is a critical process prior to proposing any interventions.

**Railway Station:** The railway station and its adjacency to the sea and promenade is key defining factor which makes Cleethorpes the place it is today. With national connections the station is critical to the sustainability of the town.

**High Street:** Cleethorpes’ retail core is compact and accessible and is in good health considering the national trend in reduction of footfall within town centres.








**Pier and Promenade:** 2km in length and running from North Promenade to the Leisure Centre the promenade offers a flat and accessible sea side walk; a enviable asset to any coastal tourist town. Located centrally with the promenade, the 19th Century pier provides an attractive heritage feature that provide a recreational focal point.

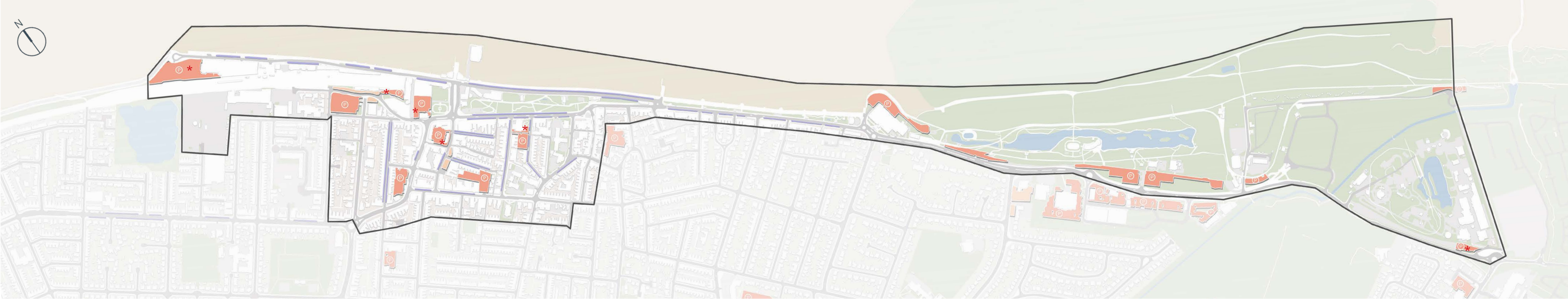
**Alexandra Road:** The heritage core of the town the road with a sea view over Pier Gardens. The buildings reflect the town’s 19th century emergence as a leading tourist resort.

**Gardens and Greenspaces:** Cleethorpes offers over 3km of linear greenspace adjacent to the promenade. These traffic free areas offer spaces for safe walking and exercise, locations for tourist activities and locations for the people of Cleethorpes to celebrate their history.



KEY PLAN

	Car parks		Leisure spaces
	Key buildings		Church
	Green spaces		Key Retail
	Listed buildings		



The above plan highlights designated car parks as well as the highest concentration of visitor on-street parking. Convenient parking is a contentious subject for any town and proposed changes to the provision can result in community and stakeholder objections. Ideally pedestrians will take priority over vehicles.

**Grant Street Car Park:**

An existing car park close to the Train Station is easily accessible from the primary vehicular approach (A46-A1098) and offers space for coaches and 71No paid spaces. The Masterplan is supportive of the proposal to introduce a new decked car park increasing the capacity significantly to 339No. This will ensure an increase in parking capacity and will enable the development proposals for the North Promenade and the Market Place.

**Promenade On-Street Parking**

Short stay on-street spaces are available along the length of the promenade and are the preferred parking locations for day visitors. North Promenade can cater for approximately 154 spaces and Central Promenade over 200No.

**North Promenade Car Park**

Located at the end of North Promenade, with shared usage with overnight motorhome parking North Promenade Car Park provides 154 spaces.

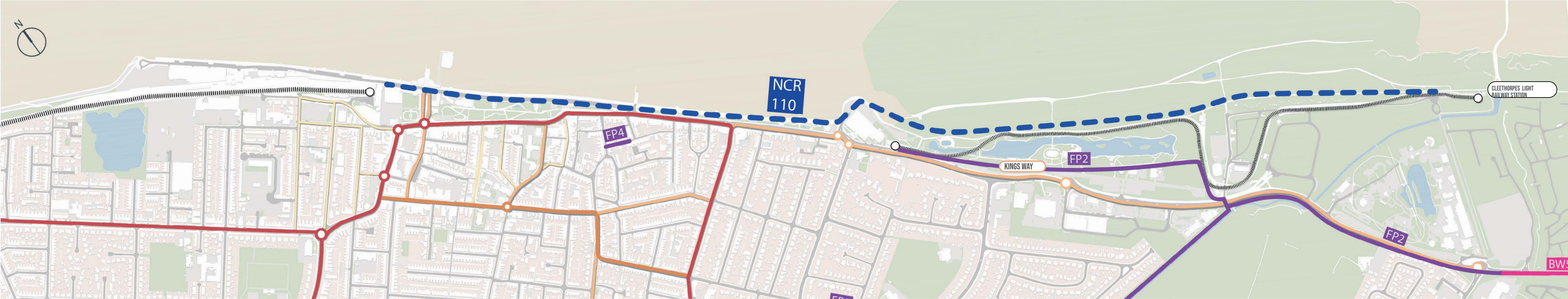
**Town Centre**

The town centre's parking provision is a mix of small satellite car parks and short stay on-street parking. The most convenient of these, and one easily accessible from the A180, is the private Market Street car park that offers no spaces.

**South Beach**

Limited parking is available towards the south at Meridian and McCormacks Car Park but the southern end of the resort is primarily serviced by the large Lakeside car park that offers easy access from the Kings Road and is conveniently located adjacent to the Boating Lake and Showground.

- Public Satellite Car parks (Council Owned)
- Public Satellite Car parks (Privately Owned)
- On street parking



This connectivity plan shows the key transport routes used to visit and circulate around Cleethorpes.

Primary routes for vehicles, pedestrians and cyclists are all highlighted and used by the design team to influence their design decisions when planning the interventions. For example intersections between vehicular and non-vehicular routes

highlight areas of potential conflict between pedestrian, cyclists and cars and will need to be resolved in the design process.

Key access junctions also create gateway points that provide a sense of arrival, where visitors feel they have finished their journey and made it to their destination. These areas need consideration to ensure a positive impression is provided.

This plan is also used to ensure all community assets are easily accessible by various means of transport and highlights any defragmentation in the Public Right of Way (PRoW) and Cycleway network.

Primary routes of arrival into Cleethorpes for visitor are the train station, A180 and A46. Once visitors are in the town and on foot the primary pedestrian circulation routes are the promenade, Alexandra Road, Market Street

and St Peter's Avenue. Although the promenade continues south east towards the Fitties, the Leisure Centre acts as a blockage to movement.





Following a series of site visits, desktop analysis and engaging with the community we have identified four key character zones within the study area; North Promenade, Central Promenade, Town Centre and South Beach. Each of the four zones has distinct attributes that make it unique within the context of Cleethorpes.

As the Masterplan covers a range of character areas applying the same design vision for each zone may not be appropriate. Interventions need to be tailored to complement their sites and ensure the projects respond to the direct built and natural environment, how the place is used and how we want it to change.

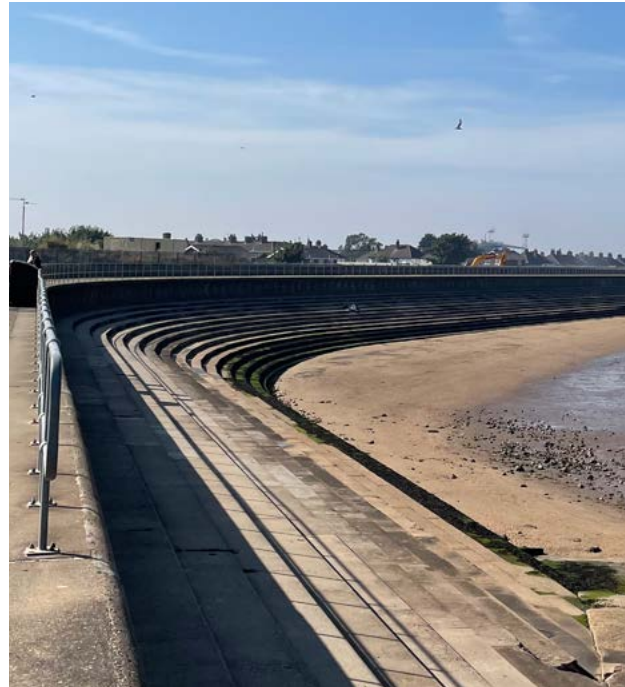


**KEY PLAN**

	Zone 1 - North Promenade
	Zone 2- Central Promenade
	Zone 3 - South Beach
	Zone 4 - Town Centre



North Promenade is a linear stretch of promenade stretching from the train station to the North Promenade Car Park and constrained between the railway line and coastline. In the past this area was a tourism focal point consisting of funfairs and market stalls. More recently North Promenade has been the site of lower scale leisure activities, such as go-karting, laser-quest and seasonal seaside stalls. Today the area has limited activity with parking as its primary purpose. Some signs of positive regeneration are emerging such as the upcoming Ebb & Flo development and recent intervention by the Council, via the Coastal Community Fund, to improve the streetscape and shutter appearance. The seasonal nature of the current uses creates a space that becomes abandoned during the evenings



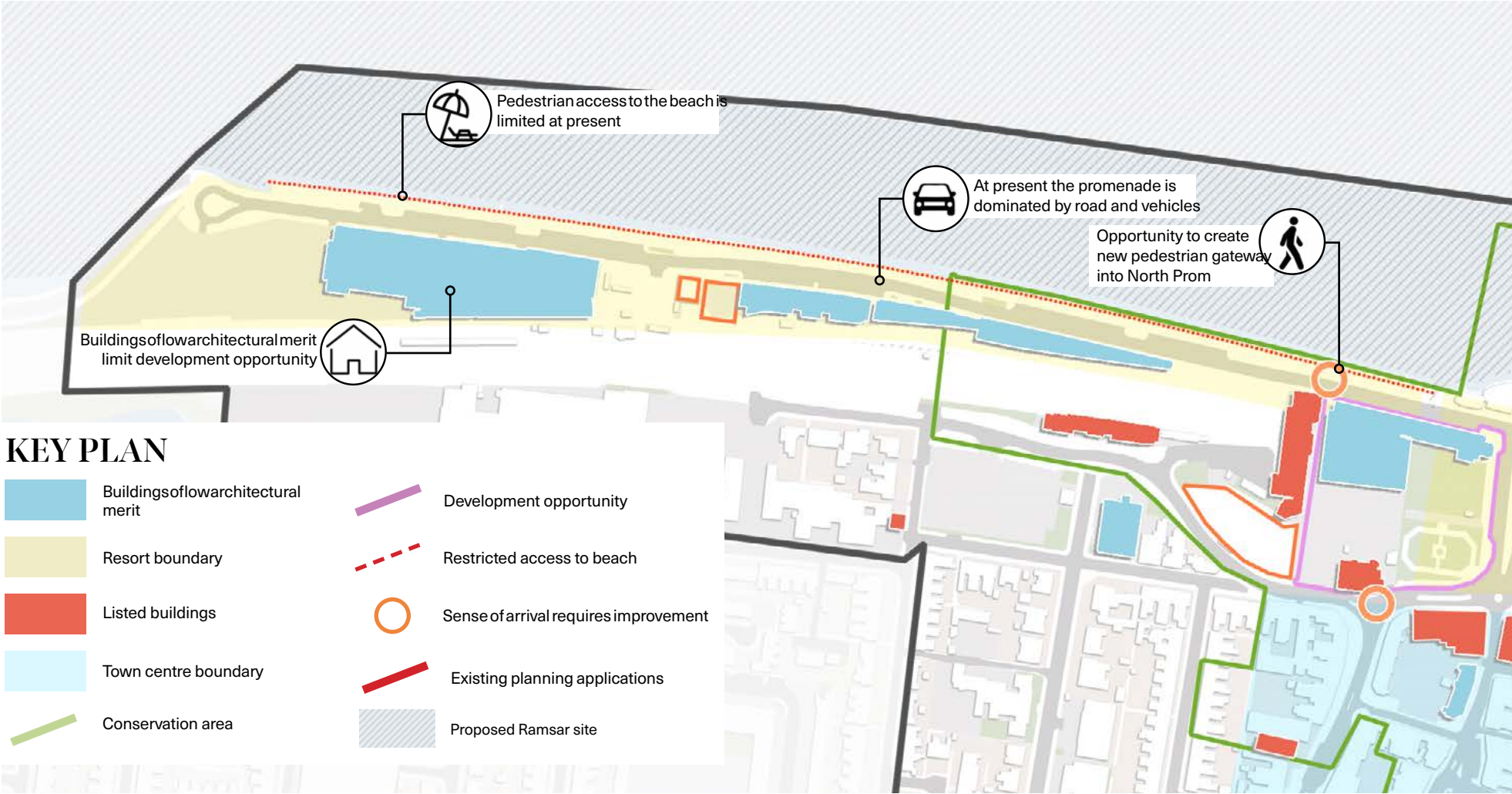
and winter months despite its strategic location adjacent to the train station and beach.

The architecture is primarily single story of low quality and mixed character with high levels of vacancy and blank facades and gap sites due to the Network Rail maintenance site. The promenade and footpaths are pleasant; consisting of clay pavers and traditional Victorian style street furniture. Overall the character is mixed, indistinct and of low quality.

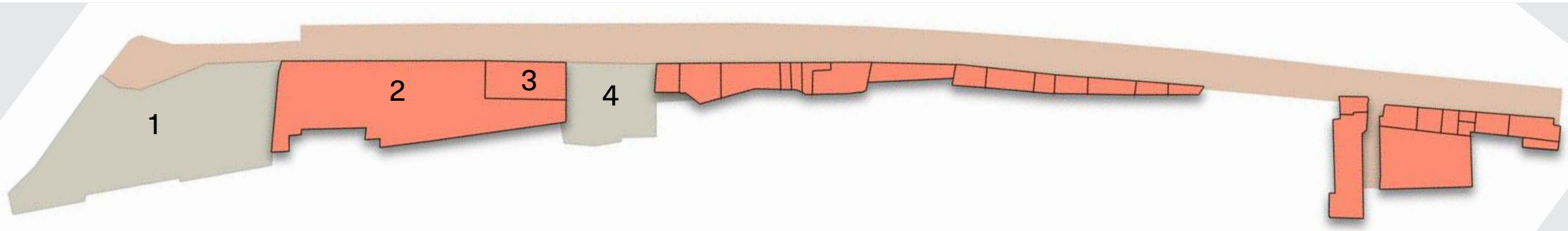
The public realm within North Promenade is dominated by vehicles searching for car park spaces. Short stay on-street parking stretches for the majority of its length, leading to a large, privately owned, satellite car park at the end of the promenade.

Key considerations:

- Improve access to beach
- Promote year round and evening economy
- Raise pedestrian priority
- Parking detracts from the setting
- Address vacant sites and vacant properties
- Define cohesive character
- Make it a place people want to visit
- Create space for new catalyst development
- Site is adjacent to the environmental designations
- Opportunity to create a sense of arrival
- Create an offer that supplements rather than competes with the other areas of Cleethorpes



KEY LAND OWNERSHIP



- 1: BRACKEN HOUSE PROPERTIES LLP
- 2: BRACKEN HOUSE PROPERTIES LLP
- 3: PREMIER WINDOW SYSTEMS LTD
- 4: SIEMENS MOBILITY LTD



The railway station has some lovely heritage assets and listed buildings; however, these are currently overshadowed by the Fantasy World building, which those traveling to Cleethorpes by train are immediately faced with upon arrival. From the station, the short walk to the promenade is currently not an inviting one, with tired surfacing, and a lack of seating, wayfinding, and greenery. There is an opportunity for the creation of an ‘arrival park’, with views to the promenade, pier, and onto an

enhanced Pier Gardens linear park, improving both visual and physical connections to the town centre.

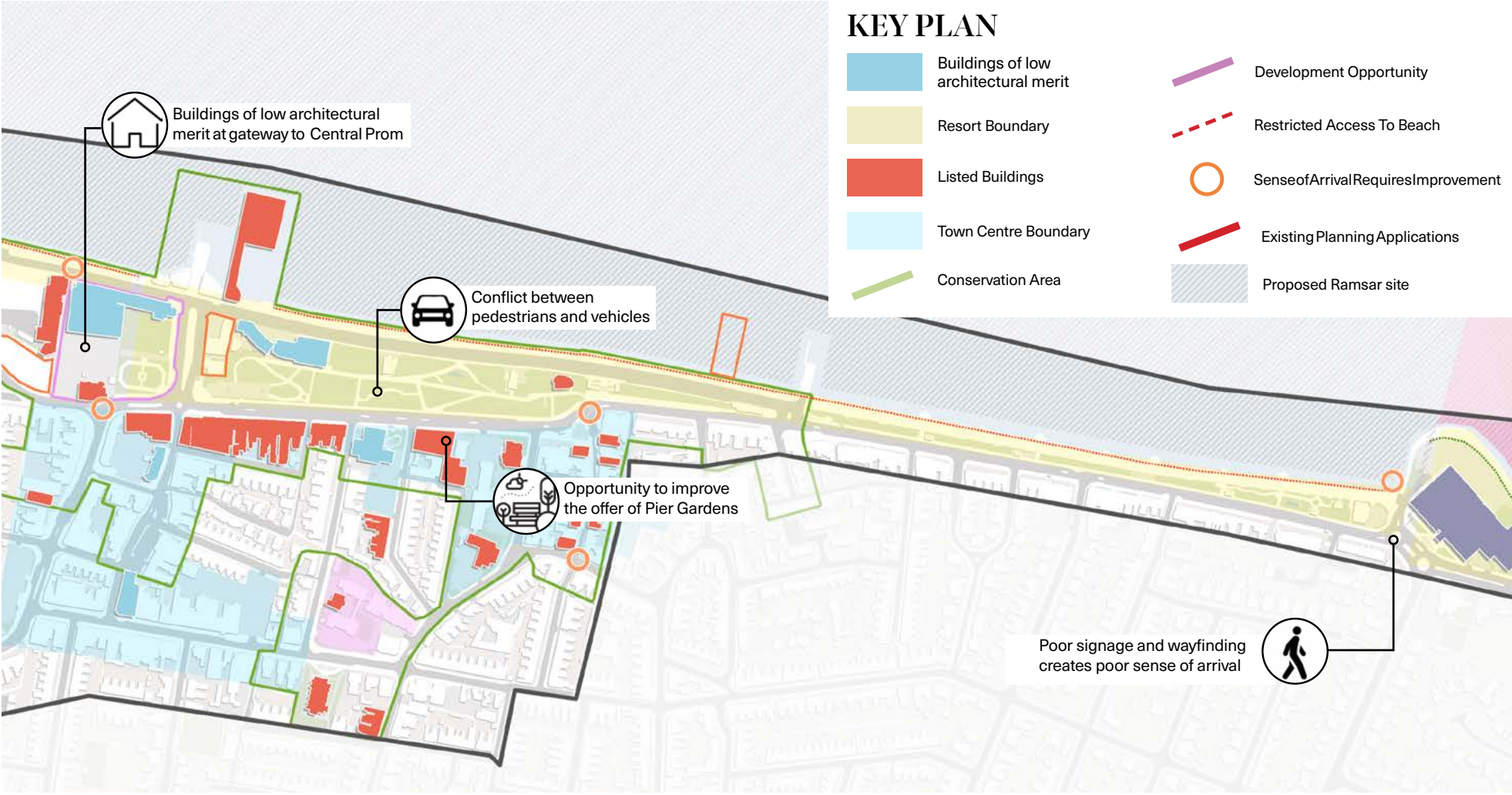
Central Promenade – Pier to Brighton Street Slipway – is currently popular with walkers, runners, cyclists, and beach day-trippers. There are several cafés and take away options along the promenade, but the offer is limited. Improvements to public realm – seating, lighting, wayfinding, public art etc. would be beneficial, whilst retaining the traditional Victorian character and charm. Rationalisation of bin storage is required in areas.



Pier Gardens, the linear park raised above Central Promenade is a hidden and an underutilised gem of a public green space that could offer so much more to residents of, and visitors to Cleethorpes. Attractions include crazy golf, a maze, and young children’s play area. There is opportunity to expand and enhance this offer. Seafront views from the gardens are not celebrated to the extent they could/should be, and in places more recent development obstructs views. The scale of Alexandra Road, and infrequent pedestrian crossings, results in a disconnect between the town centre and seafront and creates an environment that does little to celebrate both the gardens and heritage buildings along Alexandra Road.

Key Considerations:

- Future developments: RNLI and Former Waves Site
- Safe transition route from the Town
- Sense of arrival from Train station
- Celebrating the Alexandra Road buildings
- Lack of quality family attractions
- Poor connectivity with the beach
- Vehicle and pedestrian conflict
- Opportunity for a traffic free route from the train station to Sea View Street.





St Peter's Avenue is the retail heart of the town centre, with wonderful mature trees, eclectic, and historic buildings, though inappropriate shop front signage results in a cluttered appearance in places. The pedestrian journeys to St Peter's Avenue from the sea front, and other popular shopping areas such as Sea View Street, are currently poor. Market Square acts as a link between St Peter's Avenue, and the pier and promenade. It has the bones of a traditional market square, but this has been lost, with its primary use currently being a car park. The Market Square has the potential to become a vibrant public space, with weekly markets and alfresco dining.

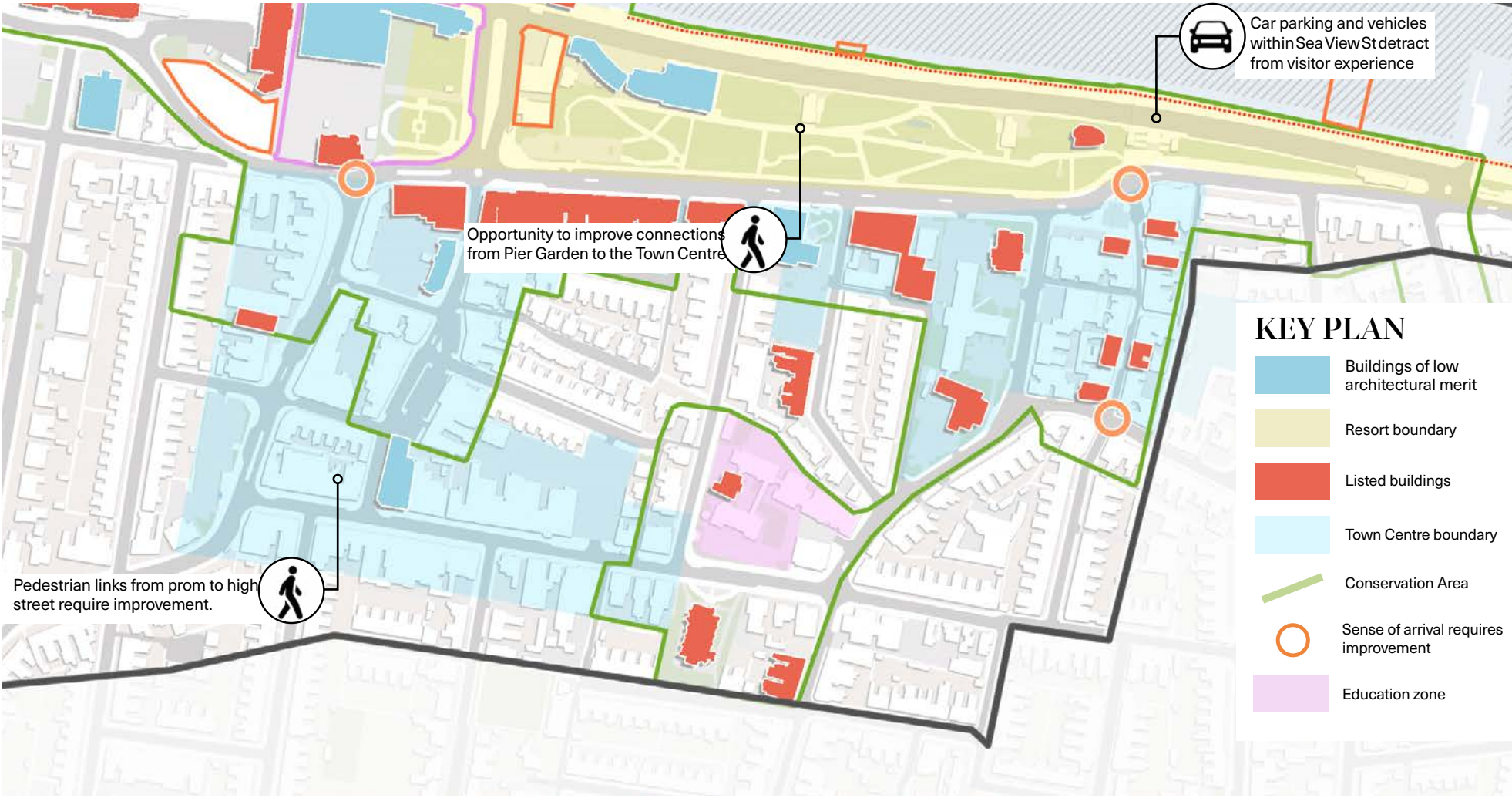


Sea Road and the new development site have the opportunity to be an extension of the promenade, and to encourage discovery of the town centre, Pier Gardens, and along Alexandra Rd to the Sea View Quarter. This can be the start of the Pier to South Promenade circular route that takes in all the town centre / town centre edge assets and supports the economy. Currently the assets are tantalising but there are too many barriers to a human-centred experience.

The Sea View Quarter is home to some of Cleethorpes most loved independent, local shops and businesses. There is currently little opportunity for these businesses to spill out and activate both Sea View Street and Cambridge Street. The car parking area at the top of Sea View Street/Alexandra Road, has potential to be utilised as a public space, providing opportunities for small scale events, and spill out for the businesses cafés/restaurants/bars on Sea View Road. We note that this area was previously considered an option for the car park to become a plaza, and although this was not implemented, there may be an opportunity to revisit this and also the potential for pedestrianisation along Sea View Street.

### Key considerations:

- Opportunity to reinstate the historic Market Square
- Strengthen pedestrian link to promenade
- Define a “retail loop” linking St Peter's Avenue to Sea View Quarter
- Opportunity to revisit the option to pedestrianise Sea View St and remove traffic from the “NatWest” Square
- St Peter's Avenue has poor public realm and uncoordinated shop signage
- St Peter's Avenue's trees must be retained





The pedestrian journey to Cleethorpes South Beach begins with a visible and physical barrier in the form of a high concrete wall outside the leisure centre, which does little to encourage exploration of the great walks and landscape beyond.

The path through the Humberston Nature Reserve to ‘The Fitties’ boasts fantastic views of the SSSI, and is well used by walkers, runners and cyclists.

South Beach has different character to the other areas of Cleethorpes; it is a lot greener, natural, and a more open environment with more space between activity locations.



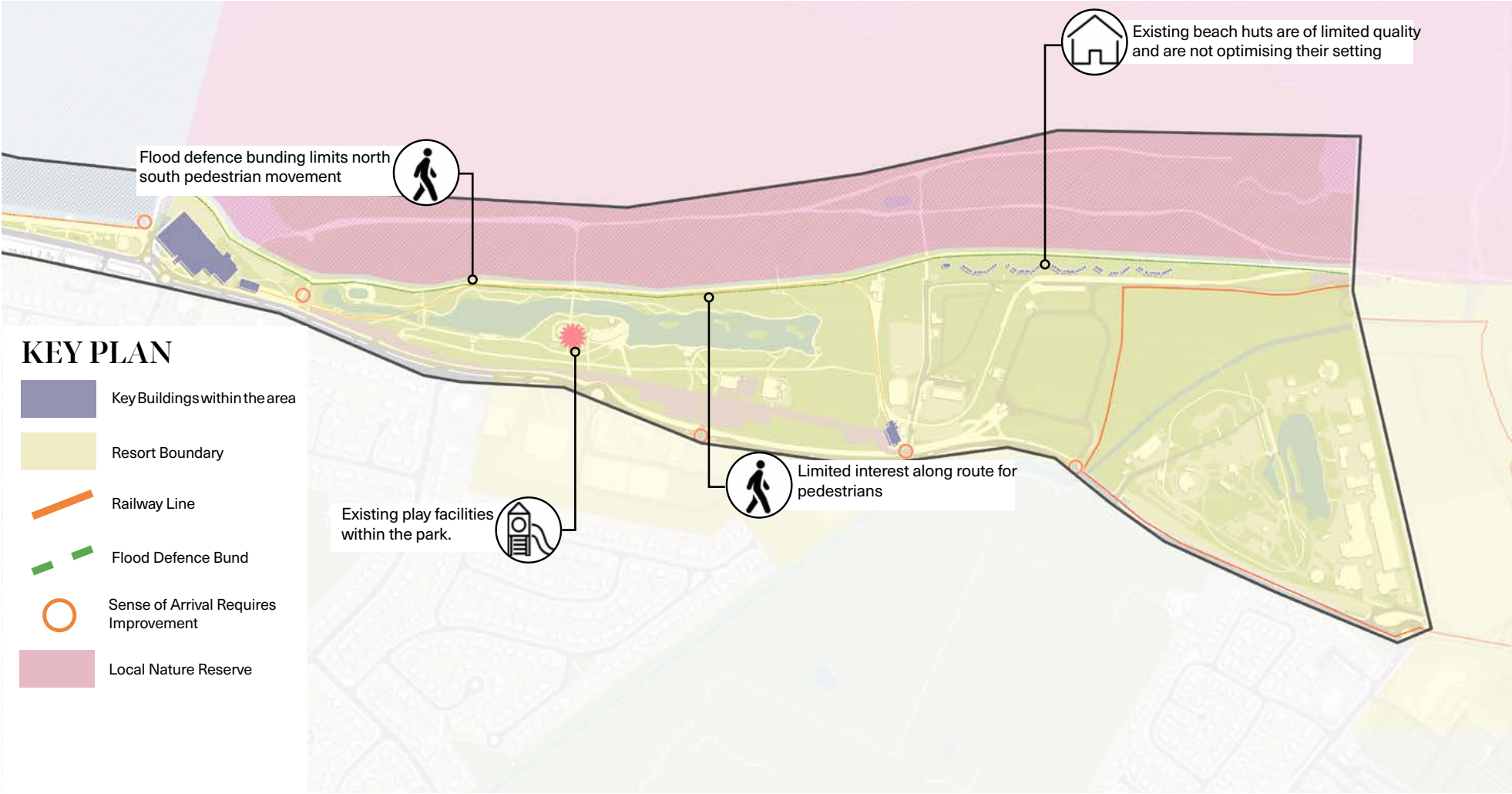
A raised flood bund physically and visually fragments the coastal path from the boating lake area, creating two separate character areas and restricting permeability. The coastal footpath route would benefit from additional wayfinding to inform users of their location and route options. Occasional activities dotted along the coastal path would provide rest and play points for families.

The miniature railway line is a fun sustainable form of transport. Its private owners are investigating the potential to extend the line. With some level of investment its range can be increased to create linkages as far north as the Leisure Centre and south, to the Fitties.

South Beach also contains long term lease beach huts. Although they are of poor architectural merit, their position and potential for improvement is significant. South Beach offers a more peaceful character than other areas of Cleethorpes and the idea of high quality overnight beach huts located adjacent to the beach would be an extremely attractive accommodation offer.

Key Considerations:

- Improve beach hut provision
- Improve wayfinding and circulation
- Interventions to celebrate the area’s heritage, environment and the Greenwich Meridian Line.
- All proposals to consider the environmental designation’s constraints
- Opportunity for more activity and places to meet / rest
- Improve footpath surfacing and street furniture
- Address movement around the Leisure Centre



# 04.

## Consultation

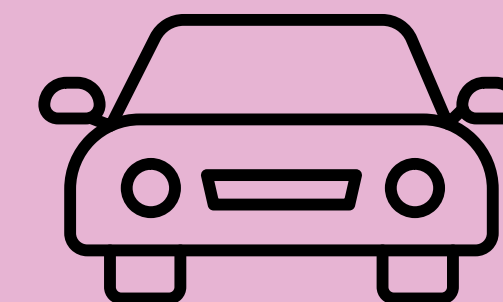
### 2737 SURVEY COMPLETIONS

#### Age breakdown

<25	7 %
25-34	14 %
35-44	19 %
45-54	22 %
55-64	24 %
65-74	14 %
>74	3 %



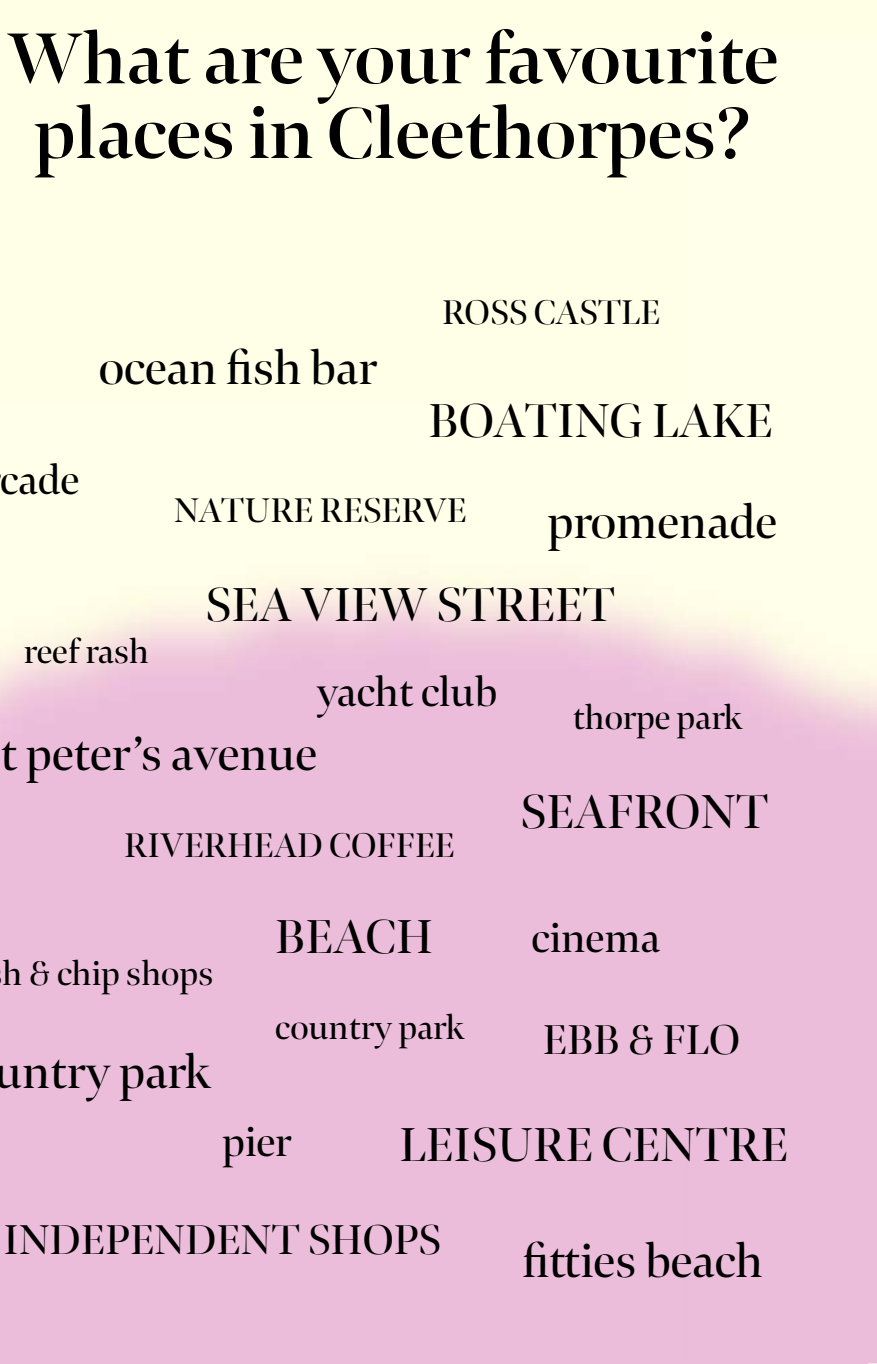
**44 %**  
of respondents  
live in  
Cleethorpes



**60 %**  
of respondents  
travel to the town  
centre and/or  
seafront by car

To deliver a Vision and Masterplan that is inclusive, accessible and provides for the needs of all sectors of the community, it is essential that it is based on fact, local knowledge, and community aspiration. The Vision and Masterplan are supported by substantial public consultation process including a public survey with over 2700 completions, supplemented by a series of group, and public drop-in engagement sessions.

It's well documented how Covid-19 has accelerated economic, social and physical trends that towns were already witnessing, and altered the way people live, work, shop and socialise. The pandemic has brought about a surge in local purchasing, it has highlighted the importance of human interaction, and the need for places to socialise, eat, play, and enjoy. Places that will effectively 'bounce back' are those that 'react' and identify ways to maximise these evolving habits. The public survey underlines this. Resident's value the towns independent shops, cafés and restaurants, its public spaces, and leisure facilities. However, the survey also highlights several weaknesses – a lack of leisure facilities, restaurants, and places to socialise, particularly for young people.



Key Messages:

- Cleethorpes' natural assets (beaches), seafront, outdoor leisure, and local independent shops, cafés, restaurants, and businesses are what survey respondents feel make the town special.
- Respondents feel Cleethorpes lacks sufficient public toilets, entertainment, restaurants, outdoor leisure, and activities for children and young people.
- Respondents identified North Promenade and Wonderland as key opportunity areas.
- Those that travel to Cleethorpes by foot spend, on average, up to the three times more than those travelling by car.
- Just 4% of survey respondents visit the town centre and/or seafront by bicycle. Whilst two thirds of respondents feel Cleethorpes requires additional cycle parking facilities.
- Less than 50% of survey respondents agree that there is currently a good range of overnight stay options in the town. This drops to 40% amongst visitors.

- Young people tend to visit Cleethorpes town centre and seafront to meet with family and friends, and for the nightlife more than the average respondent, and visit less for exercise and to shop. This indicates a change in habits of younger generations, where they use their town to socialise and for entertainment rather than to shop.
- Top 3 priorities for the future include more places to eat and drink overlooking the water, better public spaces to hold events and festivals and better facilities for leisure activities such as urban sports and watersports. An indoor concert venue, more child friendly spaces, infrastructure that gives permission to enjoy the natural environment, and more green spaces are also considered priorities amongst survey respondents.
- Almost 70% of survey respondents aged under 25 feel Cleethorpes needs better urban sports and watersports facilities. More places to eat and drink overlooking the water and better spaces for events, as well as spaces to 'hang out' are also a priority for young people.

05.

# The Vision

Based on key strengths and opportunities highlighted in the baseline study, priorities for change identified by the local community, national trends, and societal direction of travel, we believe Cleethorpes must aspire to be:



# Enterprising

Sea View Quarter, Alexandra Road, and North Promenade are home to many of Cleethorpes much loved, local independent businesses. The Vision enhances connectivity and prominence of these businesses through public realm improvements and a cohesive wayfinding strategy.

The Vision creates a ‘town centre promenade’ by proposing public realm interventions that encourage the large numbers of people using Cleethorpes’ seafront promenade to explore and support Cleethorpes’ entrepreneurial independent traders. This can be achieved by encouraging movement through a pedestrian friendly, and animated Market Place, along St Peter’s Avenue, on to explore the Sea View Quarter, and then completing Cleethorpes circular route of independent traders by enjoying the evocative Victorian architecture and Pier Gardens of Alexandra Road.

A local priority for the town centre is to increase the number of local, independent businesses. The Vision seeks to create opportunities for further independent businesses to establish in the town. The Vision provides more space for events and markets, providing more opportunity for local, start-up businesses to trial trading in the town centre, further promoting Cleethorpes reputation for independent retail.



# Social

Successful towns are ones that bring communities together to partake in social activities and share experiences. They are places where residents and visitors choose to gather for eating, drinking, leisure, culture, and community activities.

The public survey results reveal that increased outdoor eating, drinking, and socialising opportunities are a local priority. The Vision therefore seeks to enable and encourage spill out from cafés, bars, and restaurants on Market Street and Sea View Quarter; provide opportunity for further food and drink businesses to establish along North Promenade; and supports an improved evening offer to enhance Cleethorpes night-time economy.

It is widely recognised that social activity helps reduce social isolation, improve the emotional and physical health of communities, and has a positive impact on town centre economies. The Vision prioritises improving existing, and creating new public spaces for events, activities, or simply for people of all ages to 'hang out' and socialise in.



# Healthy

A healthy town places people and the natural environment above everything else and is dedicated to persistently improving the physical, social, and economic environments of a place.

Evidence shows that those that walk, or cycle are likely to spend more, and frequent the town’s shops, cafés, and restaurants more often. The Vision seeks to promote active travel choices within the town centre and along the seafront. A review of vehicular access and parking at Market Place and Sea View Quarter will contribute to creating a more pleasant environment for pedestrians and increase the opportunity for social activity such as outdoor dining, public events, and markets. The Vision also realigns areas of parking from North Promenade, allowing vehicle access solely for deliveries maintenance and emergencies, creating an expansive public space, with direct access to the beach, animated by a mix of leisure and recreational uses that promote social interactions and physical activity, and providing an environment where businesses can thrive.

The Vison promotes the use of the seafront for wellbeing and exercise. On North Promenade, proposals for a seafront skatepark can allow for young people to come together, socialise, and participate in informal recreation. Whilst improvements to surfacing and public realm can improve North Promenade for walkers, runners, and cyclists.

Proposals for Pier Gardens include creating a series of landscaped spaces for rest, contemplation, and play, utilising sustainable materials that enhance the natural environment, and with more wildlife friendly plant species to improve biodiversity.

The Vision promotes the exploration and use of South Beach for wellbeing and exercise. Wildlife trails, picnic opportunities, more seating, and play and exercise in keeping with the natural environment, are amongst amenities the public would like to find here.

Local priorities also include increasing town centre greenery, street planting and increasing biodiversity. The Vision pictures more street trees and raised planters throughout the town centre.



# Inclusive & Welcoming

The Vision for Cleethorpes creates a town centre and seafront where all residents and visitors feel welcome and inspired to spend time in. The Vision and Masterplan identify three distinct seafront districts; Central Promenade providing a traditional British seaside Victorian heritage experience loved by much of the population; South Beach providing bountiful opportunities for health and wellbeing activities and providing natural beauty and solitude for residents and visitors seeking this element of a coastal experience; and North Promenade providing opportunities for a new generation to create a progressive culture focused seafront. Add to that a much-loved town centre independent retail, café, and restaurant community which the Vision proposes being linked by a ‘town centre promenade’, Cleethorpes has an almost unique opportunity to be an inclusive and welcoming place for all.

The top 5 priorities for Cleethorpes’ residents relate to improving the leisure, entertainment, and cultural offer. The Vision seeks to increase and improve opportunities to eat, drink, socialise, play, exercise, and relax on the seafront and in the town centre.

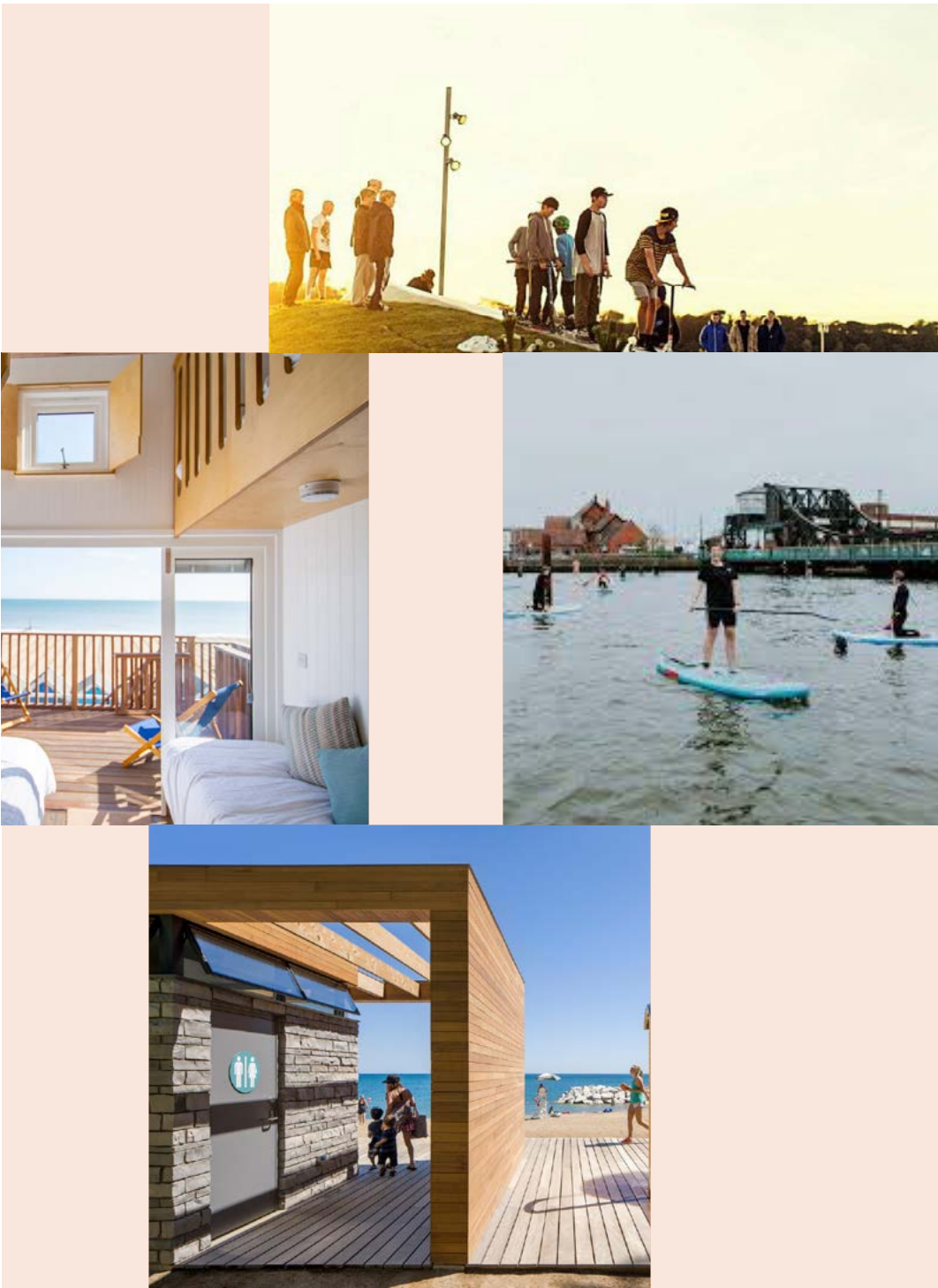
Currently, only 25% of survey respondents agree there is currently a good range of leisure activities on offer in Cleethorpes. The Vision broadens the seafront leisure offer,

promoting the growth in water-based leisure, urban sports, and building on the success of local leisure-based business. Young people place a higher priority than any other age group on the provision of outdoor space for leisure activities. The Vision therefore makes the provision of leisure activities for younger people a priority.

The Vision seeks to improve pedestrian permeability through public realm improvements and implementation of a cohesive wayfinding strategy to a more ‘walkable’ town centre and seafront that welcomes exploration. The Vision also improves arrival spaces, enhancing initial perceptions of the town.

The public survey highlights the need for improved public toilet provision along the seafront. High quality public toilets will make it easier for younger children, women, disabled and older people to visit Cleethorpes.

Less than 50% of survey respondents agree that Cleethorpes offers a good range of overnight stay options. This drops to 40% amongst visitors. The Vision seeks to improve and diversify the provision of overnight stay opportunities.



# Progressive

The Vision promotes progressive development opportunities that can act as the catalyst to retain younger generations and attract a new generation of entrepreneurs to put down roots in the town, helping to build Cleethorpes' 'brand' as a future facing, go-to destination for new a generation of visitors.

The Masterplan is progressive by proposing:

- a focus on learning, culture, fitness, sustainability and wellbeing
- supporting two of the UK's fastest growing 'board' focused sports, paddleboarding and skateboarding (which after the recent British Olympic successes is receiving significant investment).
- opening opportunities for the town to capitalise on the staycation boom by creating waterfront accommodation and zero carbon beach huts
- promoting independent entrepreneurial opportunities in the town centre and on the sea front
- encouraging a more active community with landscape proposals and interventions that prioritise and health and wellbeing



# Distinct

The Vision promotes the seafront as three distinct areas: North Promenade, Central Promenade, and South Beach. It seeks to utilise and enhance distinguishing characteristics in providing a diverse range of leisure, recreation, cultural and economic opportunities to appeal to a wide breadth of society.

Indisputably, the celebrated waterfront and uninterrupted views of the Humber Estuary SSSI a defining feature of the town. The Vision seeks to increase opportunities for locals and visitors of all ages and abilities to experience and enjoy the waterfront and associated views. Proposals include improvements to public realm, wayfinding, lighting, and seating; additional infrastructure such as raised viewing platforms, outdoor classrooms, and picnic spots in keeping with the natural environment; more opportunities for seafront cafés/restaurants overlooking the Humber; widening the leisure offer; and providing more opportunities for overnight seafront stays.

The Vision is for a distinct town centre encompassing St Peter's Avenue, Sea View Quarter, Alexandra Road, and a revitalised Market Place, that further supports and builds on the Cleethorpes independent spirit.





Proposed character:

There is immense opportunity for North Promenade to become a vibrant, sustainable seafront destination. A place with a new unique character, where locals and visitors to Cleethorpes can expect to find exciting independent businesses, culture and animation throughout the day and into the evening, and opportunities for overnight stays in the form of zero-carbon beachfront cabins.

Suggested Uses:

- Forward facing, sustainable, pop-ups, start-ups
- Street food and beach bars
- Watersports (Paddle-boarding & kayaking)
- Boardsports
- Night time economy
- Contemporary beach huts and overnight stay opportunity
- People focused - pedestrian priority
- Review of car parking and carriageway
- Improved access to beach

Zone Location Plan:



- Pop-up and temporary activities and art installations
- Improved public facilities (toilets, showers etc.)
- Centre for wellbeing, culture and leisure
- Flexible event spaces
- Improved public realm and street furniture
- Improved lighting scheme

Survey Summary:

Survey respondents stated they would spend an increased amount of time and visit more often should North Promenade offer more local, independent businesses, public events and festivals, additional watersports facilities, and more to do in the evening.

Survey Quotes:

*"A variety of independent eating places. Less amusements. More businesses - shops, cafés, bars, restaurants that make it a year-round destination not just a summer destination. Make it a place that locals want to attend as well as visitors."*

*"Encourage more businesses, cafés and bars alongside leisure and family activities on the North promenade."*

*"More restaurants, extra seating along the promenade and more public toilets."*

*"Get rid of all parking and cars make it friendly for businesses to start restaurants bars shops."*

*"More facilities for those that use the beach for sport".*

*"Skatepark".*

*"Food quarter with pop up street food vendors, live music venue".*

Interventions Precedent Images:



Proposed Interventions:

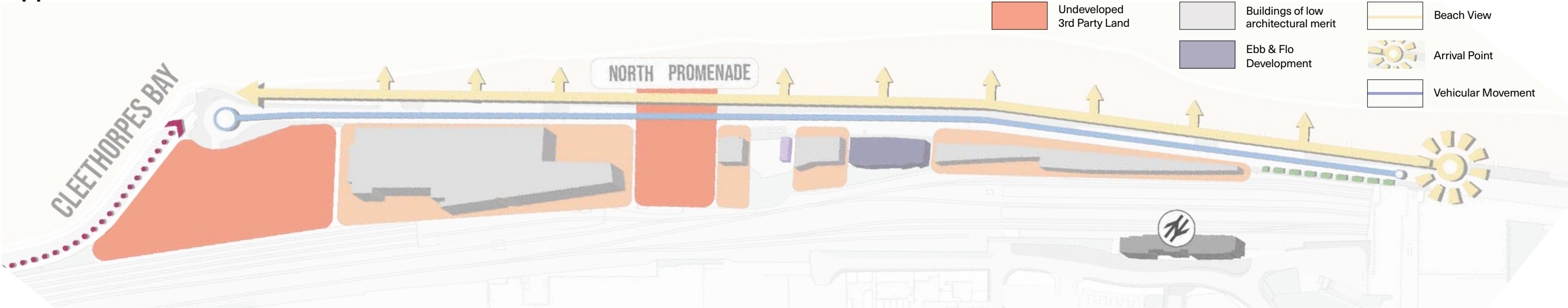
1) Review of carriageway, parking and public realm

To regenerate North Promenade and transform the zone into an attractive destination we need to create a "sense of place" that responds to the local environment and the proposed activities. We are proposing to realign the car parking (any loss will be offset by the Car Park intervention at Grant Street) and allow vehicle access for disability access, deliveries, maintenance, short stay and emergencies only. The current external space should be flush and repaved with a coordinated palette of high quality materials. Changes in texture and colour should identify zones for transition or for resting and spill out areas. A new suite of street furniture should be installed to reinforce the new character and complement the recently added multi-use furniture

2) Skate Park

North Promenade needs an animation focal point, one that will attract users throughout the year and complement the exciting Ebb & Flo development. Based on the engagement feedback we have proposed a skate park and sports hub. Its location should be within the centre of the promenade to ensure that it is visible from Central Promenade in order to attract spectators and increase footfall for all the neighbouring units. It is essential that the skate park is surrounding by complementary use active frontages.

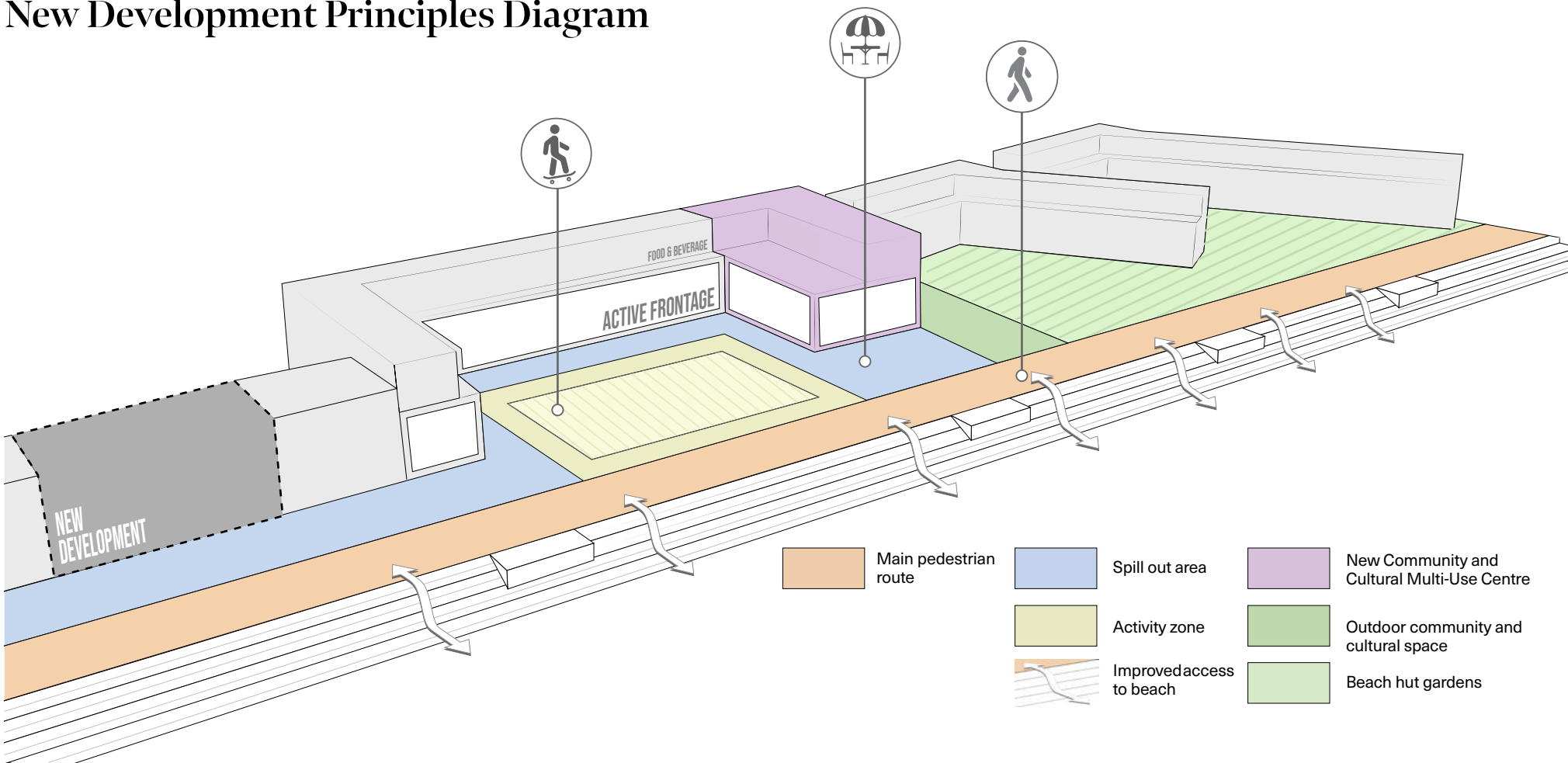
Opportunities Plan:



Interventions Precedent Images:



New Development Principles Diagram



3) Community and Cultural Multi-Use Centre / Venue

A new beach front community and cultural multi use centre/ venue would have a positive effect on placemaking, providing diverse opportunities for community uses and commercial hire. Its proposed location, adjacent to the skate park, and with direct access to the sand, will provide an exciting place to visit and attract new users.

Uses can include exhibition and performance space, art workshops, adult learning resources, meeting rooms and rent-able, flexible, start-up /work space.

In order to facilitate this intervention there would need to be direct discussions with the owner of the Network Rail maintenance yard

and the Wonderland indoor market.

4) Bar and Cafe

New contemporary bars and cafés adjacent to the Community and Cultural hub, promenade and skate park will create a focus of activity and provide the intervention that addresses the lack of evening economy in this area.

The use and position of this facility is critical for providing natural surveillance of the skate park and promenade while creating an active frontage to bring year-round life to the promenade.

5) Overnight Beach Huts

Informal, sea front, contemporary overnight accommodation will further contribute to attracting new visitors to North Promenade. Cleethorpes needs to diversify and increase their amount of tourist accommodation to ensure it caters for a wider range of visitors. This intervention proposes a range of 1 and 2 storey beach huts set in new gardens and offers direct access to the beach. This project would require the potential development on non council land and discussions with the land owner would be needed.

6) Event Space

Located at the end of North Promenade a new events site will provide a flexible space for a variety of pop up attractions. The Masterplan proposes to establish the infrastructure for the space only; new surfacing, boundary treatment, signage and electrical points.

7) Tiered Sea Wall

Access to the beach is currently limited; steps and ramps provide the occasional access point but the majority of the promenade is bordered by a cast iron railing. Any future Environment Agency sea defence works should be encouraged and seen as an opportunity to remove the full length of the barrier and create an open set of steps leading down to the beach level.

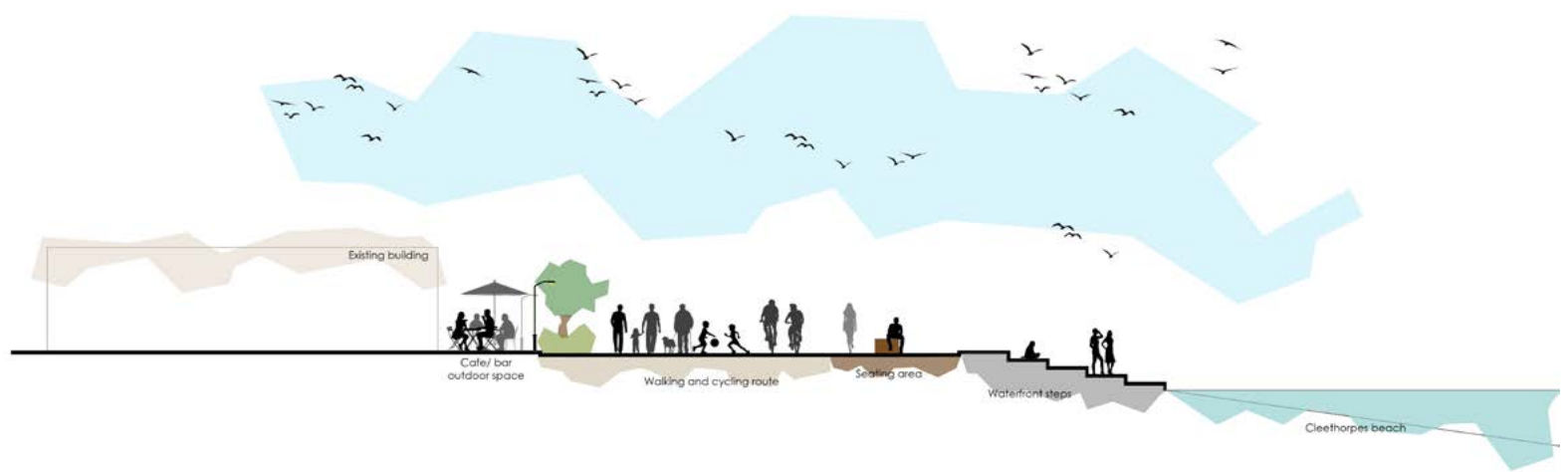
In addition to allowing continuous free access the steps will also provide a place to sit and gather.

Illustrative Masterplan



POTENTIAL INTERVENTION LIST

- 1 Public realm improvements
- 2 Skate Park
- 3 Cultural and Community Hub
- 4 New Cafe and Bar development
- 5 Overnight Stay Beach Huts
- 6 Event Space
- 7 Tiered Sea Wall





Central Promenade

Central Promenade is the “bucket and spade” heart of Cleethorpes and an area with a clear Victorian heritage. Our Masterplan proposals aim to retain these principles but evolve it into an attraction that meets the needs of a modern day family.

There is opportunity to build on the current leisure offer within Pier Gardens and provide a variety of family wide attractions, such as splash pads, open air theatre and adventure play, all within a new improved public realm setting that celebrates its coastal location.

Whilst the Victorian heritage and physical characteristics of the gardens should be retained, there is opportunity to enhance the landscaping, introducing more wildlife friendly plant species, and creating a series of spaces or ‘rooms’, such as a wildlife garden, spaces for contemplation, and performances/events spaces. There is also opportunity for a signature café with architectural merit, to be located in the gardens, taking in the magnificent views of the Humber. Alternatively, the current designs for the former Waves site could explore this idea further.

Zone Location Plan:



Consultation Summary:

Public seating, incidental play and exercise opportunities, art and sculpture are amongst interventions survey respondents feel would make central promenade a more enjoyable place to walk along and spend time on. Respondents enjoy Pier Gardens as a leisure space, however feel it is an underutilised asset, expressing that the addition of a signature café/ restaurant overlooking the Humber, as well as more seating, planting schemes to increase biodiversity, and improved children’s play would encourage more frequent and extended visits.

1) Railway Plaza: The current first impression of Cleethorpes for visitors arriving from train could be improved. Visitors should be leaving the train with open views to the beach, pier, promenade and pier gardens rather than the blank facade that currently welcomes them. Our proposal is for the introduction of an open plaza bordered by new, carefully located dual active frontage developments. Direct dialogue with business owners would be required.

2) Alexandra Road Crossing: Encouraging pedestrian movement between the town centre and the promenade is a critical aspect of the town’s permeability. We want tourists to visit the town centre and local shoppers to visit the promenade. The barrierred roundabout currently acts a blockage to natural movement which can be addressed through the introduction of a raised, pedestrian priority crossing located opposite the Empire Theatre. The new space will also celebrate the heritage, and promote regeneration of the adjacent building.

Interventions Precedent Images:



3) Pier Gardens offer an incredible traffic free linear park running along the length of the town centre. Currently consisting of small scale activities and gardens, the space doesn't realise its potential and is in need of refurbishment. Our Masterplan proposes a series of "outdoor rooms" that provide new family activities such as splash pads, a slide based play area that incorporates the embankment, adventure place and a biodiversity area, offering a peaceful green space.

4) A proposed cafe and bar in the centre of Pier Garden creates a new development opportunity and provides a central focal point for the gardens. A glazed north frontage would offer

panoramas of the Humber while spill out areas would create evening and out of season animation to the gardens.

5) The embankment between the Pier Gardens and promenade should be viewed as an opportunity rather than a constraint. We are proposing to create a tiered amphitheatre facing the beach with a stage area at the promenade level. This would become the site for small scale outdoor concerts and events while providing a viewing area for day to day use.

Note that events may need the short term closure of Central Promenade to avoid vehicular and pedestrian conflict.

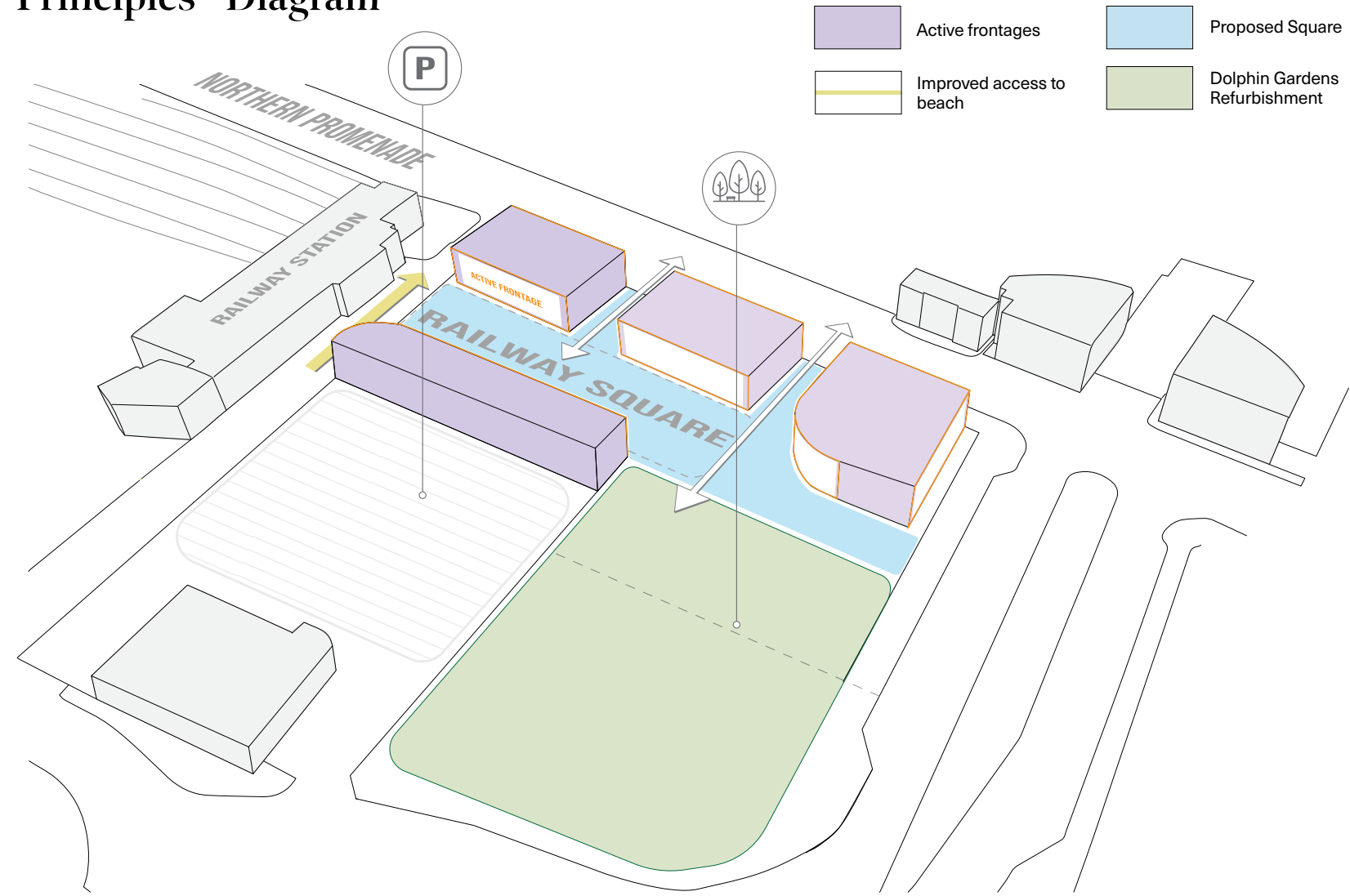
Opportunities Plan:



Interventions Precedent Images:



Railway Plaza Design Principles Diagram



6) Whilst the current library provision is not in question there is potential for the library building and its site to be considered for future development, but if this project comes forward, alternative options for the location of the library service will be fully considered and consulted with key stakeholders.

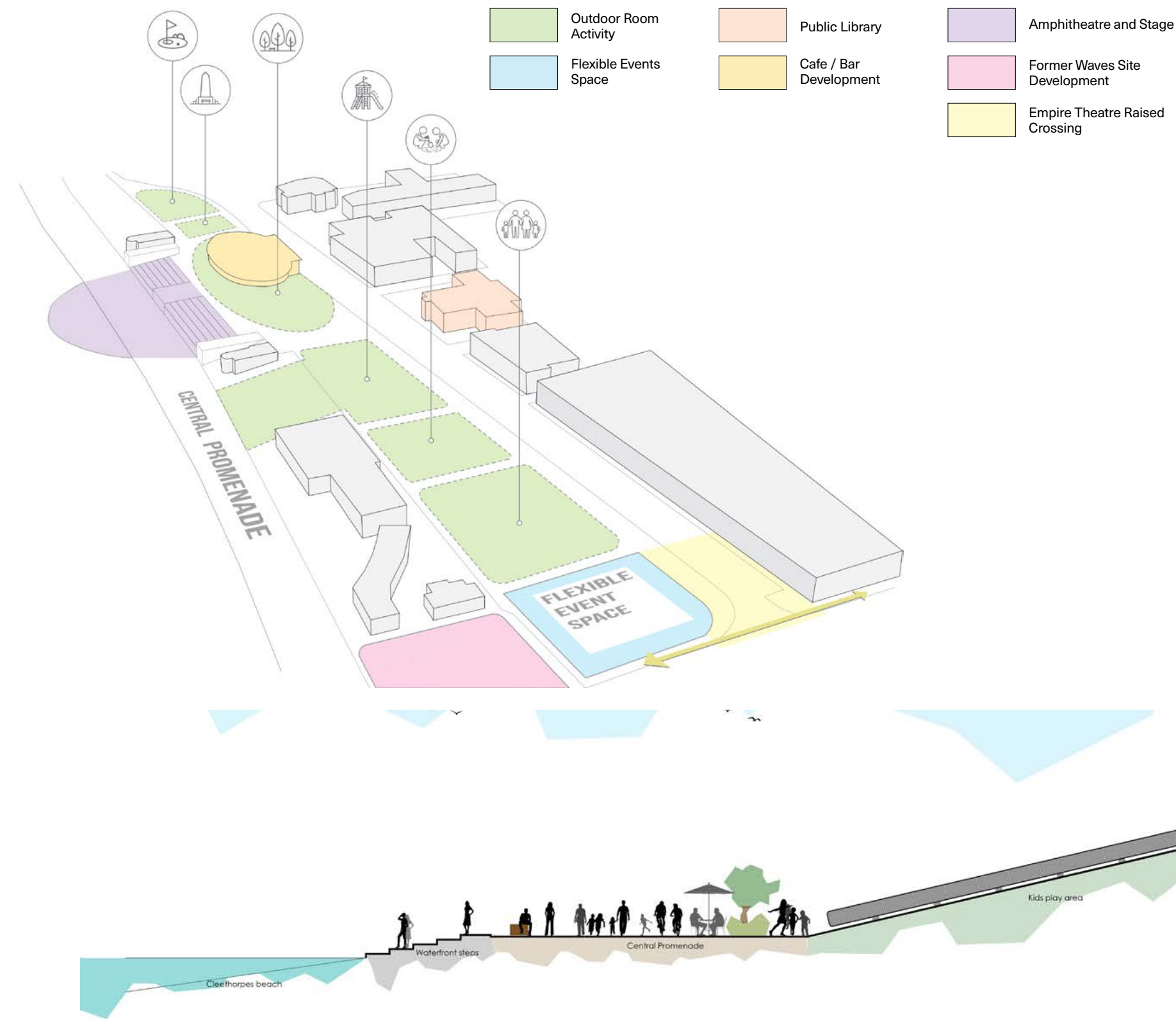
7) As with the North Promenade, access to the beach along Central Promenade is also restricted to a few key points. Our proposal is again to link in with future opportunities through the

Environment Agency, to potentially remove the full length of this barrier and create an open set of steps leading down to the beach level.

Interventions Precedent Images:



Pier Gardens Design Principles Diagram



Interventions Precedent Images:



Illustrative Masterplan





Cleethorpes Town Centre is in good health and our proposals are about making it more robust to economic change, ensuring it takes advantage of the tourist trade and ensuring it meets the needs of the community. Compared to the North and Central Promenade our interventions are more conservative. The primary objective of our concept is to create a retail led loop linking the promenade to the town centre. This proposed loop, which is the focus of the project, consists of Alexandra Road, Market Street, St Peter's Avenue, Cambridge Street and Sea View Street.

Consultation Summary:

Incentives to fill vacant shops is considered a priority for St Peter's Avenue amongst survey respondents. More local and independent, shops, cafés, restaurants, increased street planting and greenery, and improved shop frontages would also encourage respondents to visit more frequently. Respondents would like to see space for al-fresco style dining, as well as a regular market and more street-trees and greenery in Market Street. Whilst more events, pop-ups, space for al-fresco dining, and public realm improvements that provide a more pedestrian friendly environment would encourage respondents to visit Sea View Quarter more often.

Zone Location Plan:



1) The key town centre intervention is reintroducing the historic Market Square. Development options will consider pedestrianisation in order to create a flexible and safe plaza that can accommodate markets, food festival and retail associated events. Defensible spaces around the perimeter will encourage cafe and restaurant outdoor dining and gradually evolve the type of building usage.

High quality natural stone materials and carefully considered street furniture are essential to creating a successful space. Green infrastructure should be used to soften the area and help define separate spaces

Key considerations are the re-routing of traffic flow and the realignment of any parking provisions.

The flat roof Sainsbury's building would be an optional development opportunity requiring a direct discussion with the building owner.

We note that the Market Square concept has been identified as a high priority project in the past and we agree with the concept layout produce by LDA (see right)

2) This is identified as a potential opportunity site which would add value to the wider concept idea for Market Square and would require a dialogue with the landowner.

Interventions Precedent Images:



Opportunities Plan:



3) A key section of the “4th promenade”, and one that is essential to improving the connection between the town centre with the promenade, is the transition along Market Street. There could be the potential to extend the current Townscape Heritage historic property improvements along Alexandra Road, into Market Street, Short Street and St Peter’s Avenue, working with freeholders to improve front facades and shop fronts. In addition to general material and street furniture improvements footpaths should be widened to encourage movement and link to the crossing (proposed in the Central Promenade chapter) outside the Empire Theatre.

4) St Peter’s Avenue is already an attractive shopping street with attractive buildings and mature trees. Interventions should focus on improving shop frontages, improving the historic streetscape and coordinated street furniture. The existing trees should be retained if possible. If not they should be replaced with semi-mature species with improved pit details to avoid future maintenance issues.

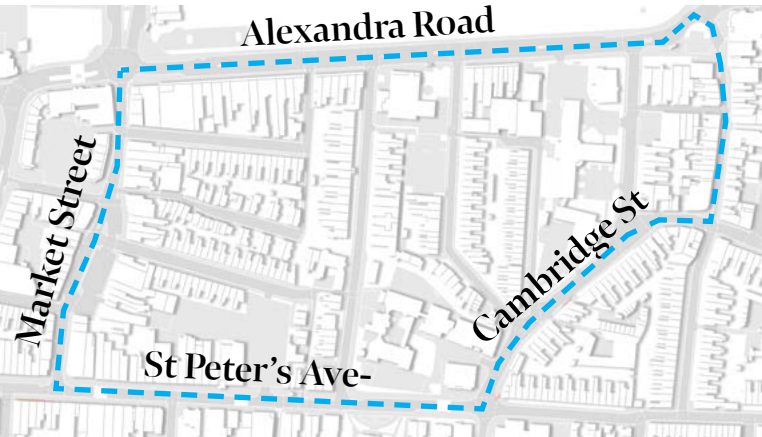
5) Considering the recent Townscape Heritage works to Alexandra Road only minimal interventions are required, including the occasional raised crossing to provides safer routes to Pier Gardens.

6) Cambridge Street currently has a residential focus but could be seen as the next retail area if the market dictates. It is a key link between Sea View Street and St Peter’s Avenue and the final piece of the “loop”. Initial works would include the widening of footpaths and public realm works and extending the current Townscape Heritage work so that it feels like an extension of St Peter’s Avenue.

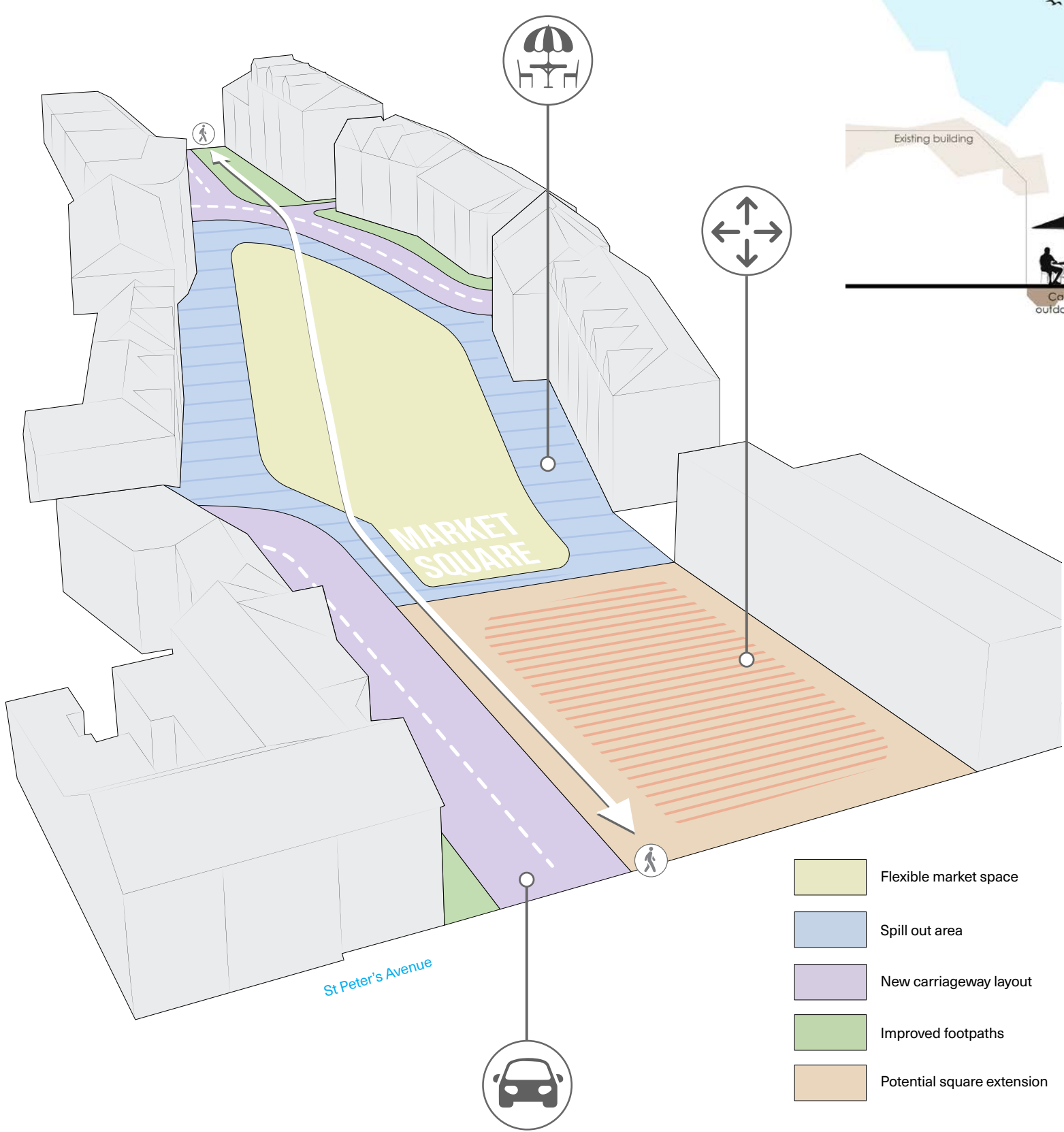
Interventions Precedent Images:



4th Promenade Route



Market Square Design Principles Diagram



7) A Cambridge Street intervention is needed to encourage shoppers to travel from Sea View Street to St Peter’s Avenue and vice versa. A visual feature and point of interest at the southern end of the Town Hall car park will create an anchor point that encourages inspection and signals that the retail route continues.

8) Sea View Street is the aspirational street within Cleethorpes, containing a mix of high quality independent retail and food and beverage outlets. The recent public realm improvements, supported by the Coastal Communities Fund programme, are very successful but can be revisited to explore the opportunity to fully pedestrianise the street.

9) An additional intervention would be to revisit the idea of transforming the current car park outside the NatWest building into a formal civic square.

Illustrative Masterplan: Market Square



Illustrative Masterplan: The Town Centre



10) Grant Street car park would require public realm and wayfinding improvements to the route from the car park to the town centre and promenade.

POTENTIAL INTERVENTION LIST

- 1 Market Square
- 2 Dolphin Car Park
- 3 Market Street Public Realm
- 4 St Peter's Avenue Public Realm
- 5 Alexandra Road Raised Crossings
- 6 Cambridge Street Public Realm
- 7 Town Hall Car Park Intervention
- 8 Sea View St Pedestrianisation
- 9 Sea View Square
- 10 Grant Street Car Park linkages



South Beach is a hidden jewel, only really appreciated by the local community. The untouched character and open views need only a light touch to maximise its potential and protect and enhance the SSSI. Our proposals are focussed on accessibility and ensuring visitors fully appreciate what is already there.

Due to the significant environmental designations in this zone all intervention need to be treated with sensitivity to comply with the respective guidance and in order to retain its beauty, biodiversity and contribution to the environment.

South Beach is also the location of the Greenwich Meridian line and should be a consideration in the development of design concepts for all proposals.

Consultation Summary:

More than 50% of respondents would like South Beach to offer wildlife trails, more public seating, and picnic opportunities, a cafe or take-away offer, and play and exercise equipment constructed from natural materials. For the under 25s, improved watersports facilities are also a priority. Whilst a third of respondents feel that improved wayfinding and informative signage, and overnight beach accommodation would make South Beach a better place to visit.

*“This is the undiscovered jewel for Cleethorpes - and where I head for every visit. The incidental ‘Buck Beck Beach Bench’ out on the outer ridge is a prime example of what people want - I see a train of people walking out to it, to contribute, add to it, feel, part of it, smile, be delighted. The challenge is how you ‘engineer’ these moments in an organised way.”*

*“Better promotion, it’s much underrated”.*

*“More information about the wildlife. Some facilities for tea/coffee along the beach”*

*“Public toilets”*

Zone Location Plan:



Interventions Precedent Images:



1) Starting from the north the first intervention is improving access around the Leisure Centre while approaching from Central Promenade. The current arrangement discourages walkers to travel any further; the Leisure Centre building blocks any distant visual cues and acts as a physical barrier. The simplest intervention would be to introduce waymarking and signage while a more extreme project would be to make changes to the alignment of the sea wall to create a gradual curving boardwalk path that by passes the leisure centre car park.

2) The existing flood bund, located between the coastal path and the boating area facilities, currently acts as a physical and visual screen, restricting pedestrian movement. A wayfinding strategy is required to increase the area’s profile and ensure that visitors are aware of its location and can easily navigate the network of paths.

South Beach Design Principles Diagram



3)The footpath network would benefit from resurfacing and clearing demarcation of the pedestrian and cycle routes. Access from Kings Road also needs to be advertised and improved. A new coordinated suite of street furniture would benefit the area but must complement the existing natural character. The proposed extension of the privately owned miniature railway line to link Central Promenade to the Fitties would improve overall sustainable connections.

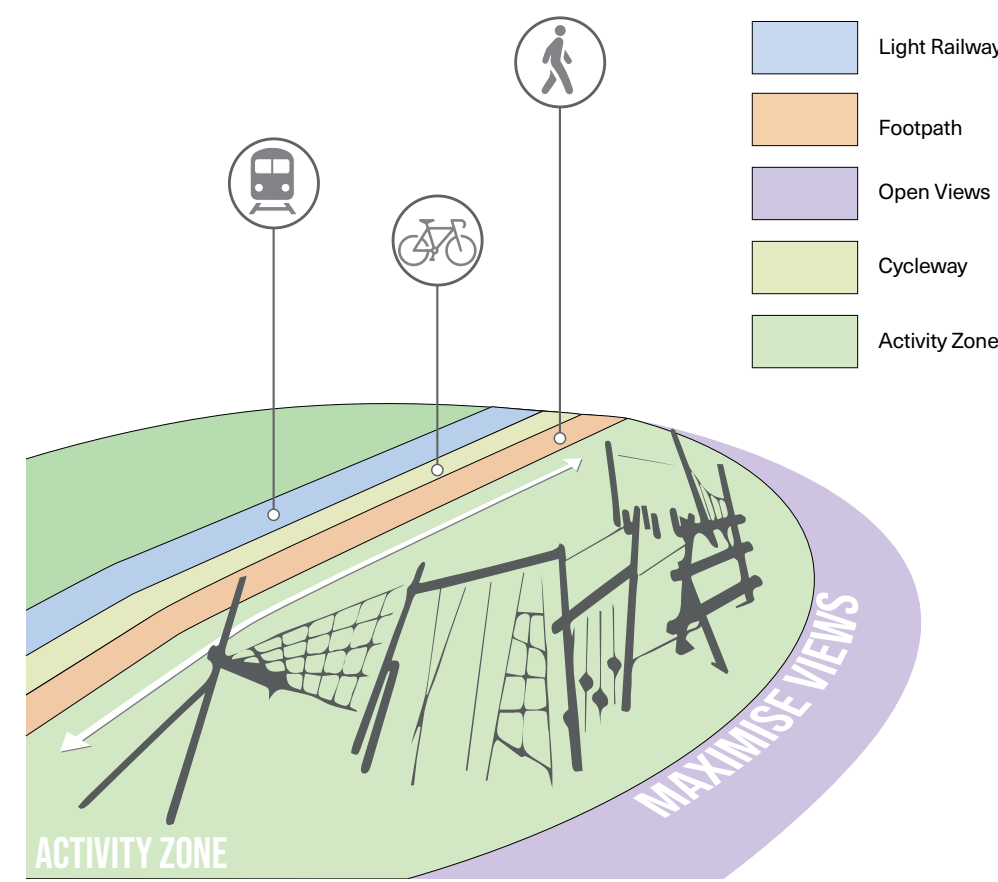
4) We propose to create a string of pearls along from the main coastal path, providing incidental locations for play, education, and gathering. The first activity point is for an outdoor gymnasium; a raised deck, to avoid damage to the adjacent habitat, would house exercise equipment alongside seating for rest.

5) The second activity point would provide a natural play area for children. Constructed from timber, to complement the site character, the equipment will offer an element of risk to attract children of all ages.

Interventions Precedent Images:



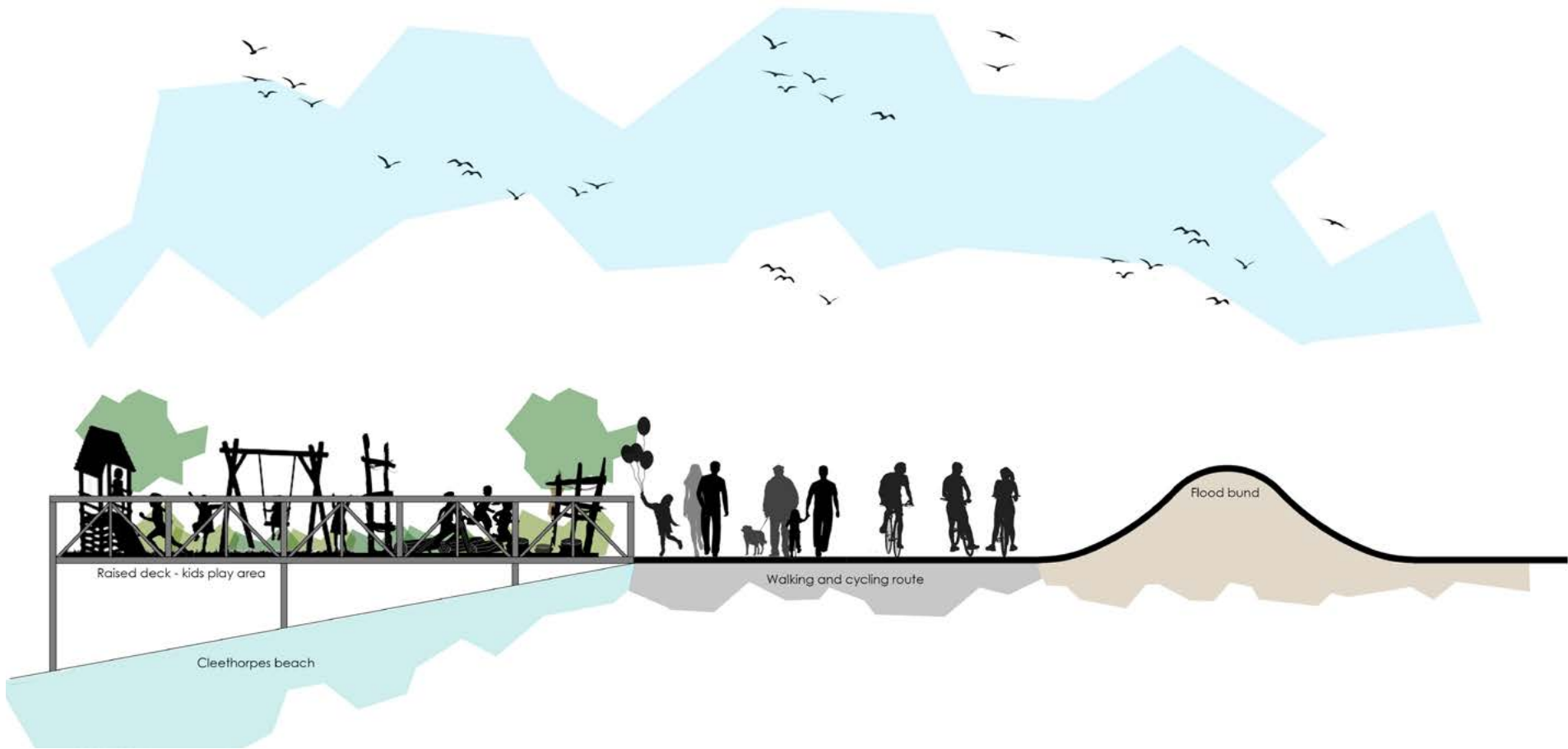
Activity Hub Principles Diagram:



6) The third activity point will be a picnic area that can also be used as an outdoor classroom for educational tours and schools. A raised deck will incorporate seating to accommodate small groups.

7) The Brew Stop cafe is located in a prime location and, with an increase in footfall associated with the Masterplan interventions, there is an opportunity to discuss re-housing the current operators into a larger cafe style development that incorporated public toilets and outdoor dining viewing terraces.

Cross Section through Activity Hub

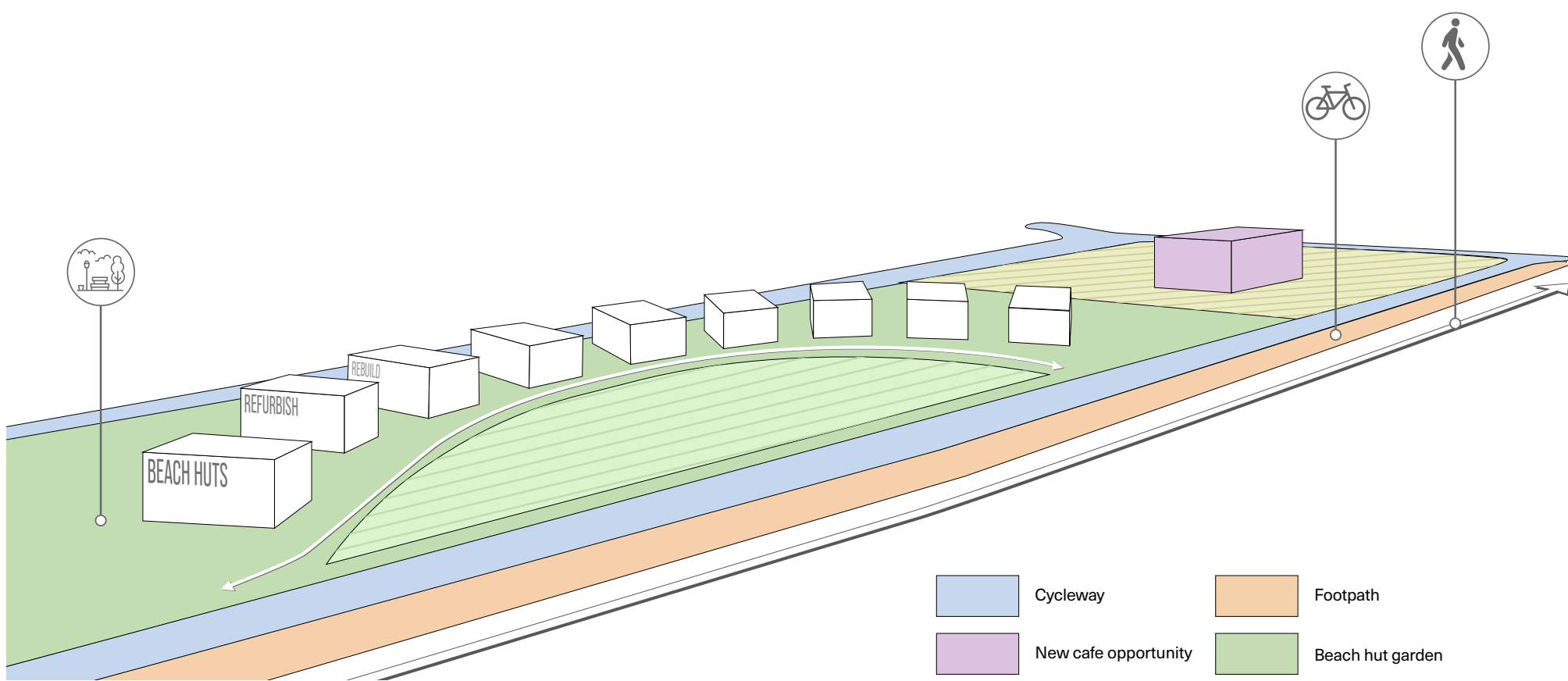


8) A new visitors and educational centre would act as a book end at the eastern end of South Beach. Located adjacent to the car park for easy access, the centre would showcase the natural environment and be the home of the various ecological groups active in the area.

9) The current area for beach huts should be reviewed to improve the offer. A small percentage of the existing beach huts should be retained and refurbished and changed to day rentals. There is also a need to make room for a new development consisting of 1 and 2 storey overnight accommodation. The grounds will also be improved to make a setting that complements the site's character while providing outdoor



Beach Hut Principles Diagram:



spaces to for use of the guests. A larger central unit can be proposed and act as a wellbeing hub to accommodate retreats and workshops.

10) The Council owned listed signal box is a valuable reference to the site's heritage and should be celebrated. Options should be developed to test the feasibility of transforming this into a observation point to view the Humber panorama and make the most of the dark sky.

Consideration must also be given the status of the Fitties. Although not in our study area, its importance to South Beach is significant

Interventions Precedent Images:



Illustrative Masterplan: Activity Hub



- POTENTIAL INTERVENTION LIST
- 1 Improved access around the Leisure Centre
  - 2 Wayfinding
  - 3 Footpath and furniture improvements
  - 4 Activity Point 1: Outdoor Gym
  - 5 Activity Point 2: Outdoor Gym
  - 6 Activity Point 3: Outdoor Gym
  - 7 Cafe
  - 8 Visitor's and Education Centre
  - 9 Overnight Beach Huts
  - 10 Signal Box Viewing Point
  - 11 Car Park Extension

Illustrative Masterplan: Beach Huts and Cafe



# 06.

# DELIVERY & NEXT STEPS

## Introduction

This Masterplan sets out a comprehensive programme of proposals to be delivered across the town’s four identified zones: North Promenade, Central Promenade, the Town Centre and South Beach, and provides the blueprint for the successful transformation of Cleethorpes over the next 10 years plus. However, grand ideas are no more than that if they cannot be funded.

Whilst there is clearly strong private sector interest to support the development and regeneration of the town, the Council are a key driver in kickstarting positive transformation by implementing the proposals identified within the Masterplan, with help from existing landowners as well as private developers and investors. Proactively seeking external funding from national government will be essential to successfully deliver the vision and ambitions of the Masterplan.

The council will also be responsible for securing the best results from developer contributions to deliver noticeable change throughout the town, which in turn will increase private sector interest and confidence to invest.

To take the Masterplan proposals forward, a draft delivery strategy has been prepared that outlines how each proposal identified can be delivered and funded, the proposed timescales for delivering them and the broad costs, including implementation costs and ongoing revenue expenditure costs, alongside estimated levels of income generation associated with their implementation.

The draft strategy, which requires further discussion with the Council, includes:

- Priorities and phasing;
- Delivery Strategy and Mechanisms for Delivery, including estimated costings;
- Funding and Finance.

## Priorities and Phasing

Masterplans are of no value unless they can be delivered. But they are also no value if the interventions are never implemented. Building momentum and delivering vital, noticeable and positive change early on in the process is critical to preventing this from happening.

In order for the Masterplan to kickstart the delivery of proposals shaped around the desires and wishes of the thousands of people who responded meaningfully during the consultation and engagement process, the draft strategy will identify a number of short term ‘wins’, to be implemented within the first two years (2022 – 2024). These interventions are relatively low cost measures with low associated planning risk but will help to ease the Masterplan into action and sustain the enthusiasm amongst those living, working and visiting the town that the Council are committed to achieving the vision and ambitions for the town. They will also create additional noise and visibility sometimes required to attract funding from central government to deliver the longer-term, more costly proposals identified and direct much-needed private sector investment towards the



town.  
Alongside these short term ‘wins’, the strategy will identify proposals to be delivered in the medium term, between 2 and 5 years (2024 – 2029), and long term, between 5 and 10 years plus (2029 onwards) ; and will identify appropriate delivery and funding mechanisms for each. However, the strategy will only provides a suggested, logical programme of implementation.

Key to the phasing of the Masterplan proposals is the ability for it to adapt to evolving priorities, the availability and approval of funding, and changing conditions affecting the baseline evidenced within the report. The delivery strategy should be reviewed annually, and updated accordingly, to reflect changing priorities, and opportunities to accelerate the delivery of medium to longer term proposals should be actively sought and encouraged for Cleethorpes to better position itself as a successful and thriving seaside town more effectively.

Funding and Finance

Delivery of the Masterplan will require support from Government and other partners and we have conducted a review of the funding options for the Council. This includes funding support through various funding programmes including the Levelling Up Fund and the National Lottery Heritage Fund to name a couple. Whilst there is private sector investment taking place in Cleethorpes, there is a critical role for the private sector to invest in Cleethorpes town and resort. The projects identified in the Masterplan will help improve the conditions for

the private sector to invest, helping to strengthen the market for investment and addressing some of the challenges that currently exist with the viability of projects.

As and when projects are developed into business cases and each scheme is brought forward, the Council will fully engage and consult with the public and key stakeholders and there will be an opportunity to feedback and comments on those plans.

Public Work Loan Board (PWLB) Borrowing

The PWLB lending facility, operated by the UK Debt Management Office on behalf of HM Treasury, provides loans to local authorities, and other specified bodies, from the National

