

CABINET

DATE	14 th October 2020
REPORT OF	Councillor Philip Jackson - Leader of the Council
RESPONSIBLE OFFICER	Clive Tritton - Interim Director of Economy and Growth
SUBJECT	Grimsby Town Centre Masterplan Framework
STATUS	Open
FORWARD PLAN REF NO.	Not included on the Forward Plan – to be considered under the General Exception rules of the Constitution.

CONTRIBUTION TO OUR AIMS

The Grimsby Town Centre Masterplan Framework (2020) will contribute to the Council's 'Stronger Economy' and 'Stronger Communities' priorities by creating a framework for guiding projects and activities that will unlock investment for the town. It aims to facilitate economic growth, accelerate housing delivery, transform our waterfront, promote our heritage assets, improve job prospects together with developing skills and attainment opportunities. It will provide strategic direction to the future regeneration of the town and is aligned to the aims and objectives of the Local Plan.

EXECUTIVE SUMMARY

This report presents the new Grimsby Town Centre Masterplan Framework in its final form following extensive public and stakeholder consultation. The objective of the masterplan is to guide and encourage development, both private and public, over the next 10 years to maximise the opportunities for economic growth. A key focus of the masterplan is to reconnect the town with the water and diversify the core uses, whilst being cognisant of the requirement to drive carbon efficiencies.

The document will also provide the framework for producing a Town Investment Plan which will identify priority projects to be progressed through the Government's Towns Fund initiative.

RECOMMENDATIONS

It is recommended that Cabinet: -

1. Adopts the final draft of the Grimsby Town Centre Masterplan Framework and authorises the Director of Economy and Growth to publish the same.
2. Supports the projects identified in the Grimsby Town Centre Masterplan Framework as a basis for moving forward transformational regeneration activity in the town centre.

REASONS FOR DECISION

To enable the Council to adopt the masterplan to guide and encourage development, both private and public, over the next 10 years to maximise the opportunities for economic growth.

1. BACKGROUND AND ISSUES

- 1.1 The previous Grimsby Town Centre Masterplan was adopted in 2009. Although many of its aims and objectives remain relevant to Grimsby, the document is now outdated, and a new masterplan is required. The Council appointed specialist consultants ARUP in May 2020 to work with members and officers to develop a new masterplan for the town centre. The brief was to ensure the masterplan focused on improving the quality of life for our community by providing a delivery framework for future regeneration and development activity. The area covered by the new masterplan is appended at Appendix One for ease of reference.
- 1.2 The masterplan, appended at Appendix Two, acknowledges the positive steps taken to regenerate the town over the last 10 years. It recognises the Town deal projects currently on-site such as the Onside Youth Zone proposals for West Haven Maltings and the Garth Lane public realm enhancements, together with St James Square redevelopment currently supported through Local Growth Fund and Cultural Development Funding. It identifies new areas for development not previously considered and recognises the need for town centre diversification in response to its currently retail dominant focus.
- 1.3 Three-character areas are identified in the Masterplan; Riverhead and Garth Lane, St James and Freshney (which includes the station gateway and Cartergate) together with Alexandra Dockside. It also explores the linkages with adjoining neighbourhoods and areas of important economic activity, such as the Kasbah and Freeman Street. In identifying development opportunities consideration was given to, for example, the potential for town centre living as well as the introduction of new leisure uses, and part of this task included preliminary work on the viability of an ice rink.
- 1.4 The masterplan looks forward to 2030. Its desired objective is to create a vibrant town centre offering a safe and enjoyable environment, regarded as an attractive destination by its community. Equally important is the protection of the natural environment through the development of a clean green low carbon economy, improved health and wellbeing of the community and enhanced employment and skills opportunities. The following eight key principles have been identified:
 - Introduce more diverse uses into the town centre
 - Reconnect the town centre with the waterfront
 - Enhance and connect heritage assets
 - Community ownership and participation
 - Improve permeability of the town centre
 - Identify development opportunities
 - Prioritise health and wellbeing

- Opportunities for local people and new enterprise

- 1.5 Consultation has been a key feature throughout the development of the masterplan and the overall vision, development principles and focus areas for the town centre have been tested with the public and other representative groups covering business and the voluntary and community sectors. Due to Covid19, consultation with stakeholders and the community has been virtual and through an online public engagement platform, 'Virtual Engage'. In total, 3,444 people visited the Virtual Engage site with 438 completing the feedback form. The consultation results showed there was overwhelming support for the masterplan principles and ideas suggested for the town centre. A Statement of Public and Stakeholder Engagement is included in Appendix Three.
- 1.6 The final masterplan identifies a package of prioritised projects which support the key principles outlined in 1.4 above. These projects provide a framework for future funding proposals and investment decisions, such as Towns Fund and heritage funding to name two. The future delivery of these projects is reliant on close partnership working with the community, investors, operators together with private and public sector organisations. The masterplan approach will give public sector funding partners and private developers confidence their investment aligns with a strategic plan.
- 1.7 Developing the masterplan has enabled the Council and the Greater Grimsby Board to use this as the reference point for the strategic direction required to produce a Grimsby Town Investment Plan (TIP), a requirement of the next stage of Grimsby's Town Deal. The purpose of the TIP is to present a package of regeneration projects to government that will unlock funds from the Towns Fund programme. A separate report will be presented to Cabinet on the TIP.

2. RISKS AND OPPORTUNITIES

- 2.1 Opportunities - the masterplan will guide and encourage development, both private and public, over the next 10 years to maximise the economic growth opportunities. The masterplan will also provide a framework for future funding proposals and investment decisions and will be a key strategic document that underpins any asks of funding bodies. The masterplan will also provide both clarity and confidence to investors about future plans.
- 2.2 Risks – no risks have been identified during the development of the masterplan. Feedback from stakeholders and the public has indicated positive support for the proposals put forward.
- 2.3 Full risk assessments will be undertaken on individual projects as and when specific development opportunities are brought forward.

3. OTHER OPTIONS CONSIDERED

The Council could choose not to adopt a new masterplan. While the aims of the current (2009) masterplan remain relevant to the town, elements of it are now outdated and it lacks the up to date context to provide a strategic direction for the next 10 years of development. Without a forward-looking framework in

place, the Council risks limiting its credibility with funders and investors and future development of the town centre may be fragmented and piecemeal with the result being that opportunities could be lost.

4. REPUTATION AND COMMUNICATIONS CONSIDERATIONS

4.1 The Grimsby Town Centre Masterplan Framework will positively enhance the status of North East Lincolnshire as a place to invest and it will also provide a framework for future funding proposals and investment decisions. The masterplan has been developed following extensive consultation with landowners, stakeholders, and the public. Therefore, their aspirations for the future of the town have been fully considered in the project proposals identified in the document.

4.2 The project team have engaged the assistance of the Council's Communication Team in developing the masterplan. A Stakeholder Engagement Plan is currently being drafted to manage future communications and engagement. As specific projects come forward, there will be opportunities for further engagement and consultation.

5. FINANCIAL CONSIDERATIONS

5.1 There are no direct or immediate material financial considerations arising from the masterplan. However, the proposals outlined within the report support the Council's overriding priorities and moreover, the generation of new business rates from future developments will have a positive impact on the Council's financial position.

5.2 The masterplan provides a framework for future funding proposals and investment decisions. Approval of schemes into the capital programme will be subject to full consideration of the financial implications and further Cabinet approval in due course.

6. CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS

The masterplan considers the Council's published commitments on climate change and the environment. At the forefront of the masterplan is the green agenda. New and refurbished building designs will be encouraged to incorporate innovative construction features and low carbon technologies which will reduce carbon emissions and minimise environmental impacts. Public realm design will also consider best practice in terms of design and climate change, such as identifying opportunities to improve green spaces and connectivity between sites to promote walking and cycling, promotion of biodiversity, natural habitats and integrating energy and water efficiency into conservation management.

7. CONSULTATION WITH SCRUTINY

An informal meeting of the Economy Scrutiny Panel was held on 11 August when members were taken through a presentation which outlined the character areas, consultation approach and outcomes. Scrutiny was also asked to make any observations on the masterplan proposals. The observations and comments received from the Panel have been reflected and incorporated into the final draft document. At the time of writing, this report is

also due to be presented to a formal meeting of the same Panel prior to Cabinet meeting.

8. FINANCIAL IMPLICATIONS

As outlined in section 5, there are no direct financial implications as a result of this report. Financial impact will be assessed as decisions are made for future investment in line with the masterplan.

9. LEGAL IMPLICATIONS

There are no legal implications immediately arising from the above. Suffice it to say that the adoption of such a strategy underpins the stated objectives of the Council.

10. HUMAN RESOURCES IMPLICATIONS

There are no HR implications contained within this report.

11. WARD IMPLICATIONS

The Masterplan is expected to benefit all Wards as the economic benefits resulting from the delivery of the Masterplan will reach across all North East Lincolnshire.

12. BACKGROUND PAPERS

2009 Grimsby Town Centre Masterplan
2018 The Local Plan
2016 Grimsby and Cleethorpes Town Centres Investment Plan

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