

Scrutiny Briefing Note

The Tourism and Visitor Economy Scrutiny Panel have asked to monitor progress on the Cleethorpes Masterplan. This briefing contains the latest position as at 14th January 2022.

Subject: Cleethorpes Masterplan

Background

In September 2021, North East Lincolnshire Council (The Council) tendered a brief to develop an aspirational and deliverable Masterplan for Cleethorpes, which includes the whole resort area from the North Promenade through to the Fitties and the town centre. The objective of the Masterplan is to establish the next phase of opportunities for growth and transformation and sets out a clear vision for the future development and regeneration of the resort and main town centre area over the next ten years, in the short, medium, and long term. It will aim to create an even more vibrant town, where people enjoy living, visiting and where businesses thrive all year long.

Following a competitive tendering process, Hemingway Design, a multi-disciplinary and award-winning design agency, and GL Hearn were appointed to work with the Council. They have previously been involved in many successful coastal regeneration projects along England's coastline, including Scarborough Harbour, Lowestoft and the Boscombe Overstrand project.

The Masterplan's Objectives

As well as serving the local population, Cleethorpes welcomes approximately 3 million visitors a year. The resort has the Cleethorpes Central Seafront Conservation Area, is located within the Humber Estuary SSSI site, and has Ramsar Protection. The Masterplan is therefore 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 will also support the creation of a green economy and environment which maximises low carbon and healthy initiatives in our place, improve infrastructure and maintain compliance with the Natural England approved Habitat Management Plan.

The second part of the commission follows on from the Masterplan work and requires Hemingway Design and GL Hearn to provide clear economic evidence for key priority projects that could be included in a future Levelling Up Fund (LUF) bid to Government in 2022.

'Think Cleethorpes' Engagement and Consultation

Known as 'Think Cleethorpes', the engagement, public consultation and online survey for the Cleethorpes Masterplan, was launched on the 3 November and closed on Sunday 12 December.

In addition to the online survey, there were face-to-face engagement sessions and drop in events, for key stakeholders, businesses, and the community groups to ensure that everyone could have their say and feed in their thoughts and ideas. There were also 'Think Cleethorpes' stalls at the Grimsby and Cleethorpes Christmas markets, held on consecutive weekends leading up to Christmas, and achieving good footfall and engagement opportunities.



In terms of the survey alone, the highlights are detailed below.

Big picture

Views	Starts	Submissions	Completion rate	Average time to complete
5,342	4,494	2,737	60.9%	22:37

The average time spent to complete the survey, 22.37 mins, is very high and has therefore provided a large amount of information and data which the team at Hemingway Design Ltd and GL Hearn are currently analysing. From this analysis they will start to pull together the draft masterplan with recommendations for priority projects.

Next Steps and Key Milestones

In terms of the next steps and main activities, the following key milestones will be followed.

w/c 24 January 2022	Draft Masterplan received by the Council
1 Feb	TVE Informal Scrutiny – interactive workshop
22 Feb	TVE Formal Scrutiny Panel
9 Mar	Cabinet (Final Masterplan)

NB: The Draft Masterplan will also be shared with key external stakeholders as appropriate

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**If you require any further information please contact the named officer or alternatively,
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