

# Scrutiny Briefing Note

The Tourism and Visitor Economy Panel have asked to monitor progress on the following issues. This briefing contains the latest position as at 8<sup>th</sup> September 2021.

## Subject: Review of Resort Signage

The resort has a vast array of signage in various states of repair. With no consistent style reflecting the theme of Cleethorpes or the Council, a review was commenced with a view to assessing the requirements of all signage within the resort.

The signage mapping exercise has almost been completed, but to maximize the opportunity to refresh signage across the resort and ensure a fully holistic and consistent approach, the next step is for all the information to be reviewed as part of the Cleethorpes' Masterplan commission. The Council is currently tendering for a specialist consultant to support them in developing and delivering a Masterplan for Cleethorpes and one of the tasks is to review the heritage and future infrastructure needs of the resort including any advice regarding a cohesive approach to signage and best practice ideas etc.

In terms of the process for developing the Masterplan, it is anticipated that there will be full consultation later in the year, and there will also be member engagement throughout the timeline. The final Masterplan will be completed by early 2022 and it will then be fully reviewed including a joint Scrutiny panel workshop prior to Cabinet in March 2022.

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