

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 5th November 2021.

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

The Cleethorpes Masterplan, which is being promoted as 'Think Cleethorpes', was launched on the 3 November and from then until Sunday 12 December, a survey will be live online where anyone can feed in their views. www.thinkcleethorpes.co.uk

It is important that as many people as possible have a chance to put their thoughts and ideas forward, so in addition to the online survey, there will be opportunities for everyone to have their say at some round table and drop in events, all of which will be advertised locally. Members are asked to encourage everyone in their respective wards to get involved, whether they are directly related to Cleethorpes or not.



Next Steps and Key Milestones

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

3 November – 12 December 2021	Engagement and consultation including: Joint TVE & Economy workshop (date TBC) Informal Cabinet session (date TBC) Ward Cllrs' session (date TBC) Public drop-in sessions (dates TBC)
January 2022	Draft Masterplan received Draft document to be shared with key stakeholders
Late Feb 2022	Formal TVE Scrutiny – Cabinet paper
9 March 2022	Cabinet

Contact Officer: Helen Thompson, Strategic Lead for Tourism

T: 01472 325722 E: Helen.Thompson1@nelincs.gov.uk

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

Laura Cowie

Scrutiny and Committee Advisor

Tel: 324139

If you would like to find out more about scrutiny you can contact us:

by email democracy@nelincs.gov.uk

on our website www.nelc.gov.uk/council/councillors-democracy-elections-/scrutiny/

or by post NELC Scrutiny Team,

Municipal Offices,

Town Hall Square,

GRIMSBY

DN31 1HU.

