

Scrutiny Briefing Note

The Tourism and Visitor Economy Scrutiny Panel have asked to monitor progress on the Sea Road development in Cleethorpes. This briefing contains the latest position as at 5th November 2021.

Subject: Sea Road Development

Background

North East Lincolnshire Council (The Council) was awarded £1m Local Growth Fund from the Humber LEP, to support the redevelopment of the Sea Road site, as part of the programme of regeneration in Cleethorpes. This site is owned by the Council

The overall scheme includes demolition of existing buildings, construction of a new building and associated highway/public realm improvements. The £1m LEP funding has paid for the demolition works and the subsequent public realm / highways' works around the site.

In terms of the new building, a review of the LEP approved scheme, which included a £1.56m contribution from the Council, led to an opportunity for a more impactful option with increased commercial space on the upper floors and Council services, including the Resort Team and public toilets, proposed to be on the ground floor.

New designs were worked up and the agreed proposal for an enhanced scheme went to Cabinet in December 2019. The costs of the enhanced proposal were estimated at an additional £1.6m Council contribution versus that which was approved within the Capital Investment Programme. As a condition of Cabinet's decision, the additional Council funding is subject to approval of a revised business case to the Capital Investment Programme and market evidence to support commercial viability. Planning permission for the enhanced scheme is in place until May 2023.

Marketing Update for the new Building

Over the last year, the Council has been advertising the site and the commercial opportunity both nationally and locally, through its commercial agent PPH. Because of the pandemic however, the tourism and hospitality sectors have been seriously impacted, the national market is currently very depressed, although there have been some local, smaller enquiries for the development.

Given the prime location and strategic importance of the site, the Council will continue to proactively market it through PPH and receive enquiries. It will also be prudent for the Council to see what conclusions are drawn from the Cleethorpes Masterplan, which is currently looking at future developments in the resort and town centre over the next ten years.

Next Steps

In terms of next steps, the Council will await any interest that comes forward from the current marketing exercise and will review the findings of the Cleethorpes Masterplan which should be available from January 2022.



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