

CABINET

DATE	16 March 2022
REPORT OF	Councillor Philip Jackson – The Leader of the Council
RESPONSIBLE OFFICER	Sharon Wroot, Executive Director Environment, Economy and Resources
SUBJECT	The Cleethorpes Masterplan, 2022
STATUS	Open
FORWARD PLAN REF NO.	CB/03/22/08

CONTRIBUTION TO OUR AIMS

The Cleethorpes Masterplan (the Masterplan) 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, further enhance the tourism offer, promote our heritage assets, develop an active environment, and improve job opportunities for a year-round resort and town. It will provide strategic direction to the future regeneration of the area for the next 10 years.

EXECUTIVE SUMMARY

This report presents the new Cleethorpes Masterplan 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, supporting the tourism and visitor economy. A key focus of the Masterplan is to further enhance the town's tourism and retail offer through regeneration. The document will provide a framework of proposed projects with the next stage of work being to identify and progress funding opportunities such as the Government's Levelling Up Fund and others.

RECOMMENDATIONS

It is recommended that Cabinet:

1. Adopts the Cleethorpes Masterplan and authorises the Director of Environment, Economy and Resources to publish the same.
2. Supports the principle of the proposed projects identified in the Cleethorpes Masterplan as a basis for moving forward transformational regeneration activity in the town centre and resort.

REASONS FOR DECISION

To enable the Council to adopt the Cleethorpes Masterplan to guide and encourage

both private and public development over the next 10 years, maximising the opportunities for regeneration and economic growth which supports the tourism and visitor economy.

1. THE MASTERPLAN

- 1.1 In September 2021, the Council appointed specialist consultants Hemingway Design Ltd and GL Hearn to work with members and officers to develop a new Masterplan for Cleethorpes town centre and resort. The brief was to ensure that the Masterplan focused on enabling and facilitating economic growth opportunities for local businesses, developers and investors and further enhancing the community, visitor, and tourism experience by providing a delivery framework for future regeneration and development activity. The study area covered by this work is detailed on page 9 of the Masterplan, included at Appendix One.
- 1.2 As well as serving the local population, pre-pandemic, Cleethorpes welcomed approximately 3.5 million visitors in 2019, according to the Scarborough Tourism Economic Assessment Report for 2019 (STEAM). The resort includes the Cleethorpes Central Seafront Conservation Area and is also located within the Humber Estuary Site of Special Scientific Interest (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 supports the creation of a green economy and environment which maximises low carbon and healthy initiatives in North East Lincolnshire, improves infrastructure and maintains compliance with the Natural England approved Habitat Management Plan.
- 1.3 The proposed projects identified in Chapter 5 of the Masterplan, included at Appendix One, are expected to be deliverable, and need to consider and reflect the area's protected status and the need to maintain future flood resilience. They must also consider other recently completed and current investment projects, such as the Cleethorpes Coastal Community Fund Programme, the National Lottery Townscape Heritage Initiative, and the former Waves opportunity site on Sea Road.
- 1.4 The Masterplan's objective is to further enhance the vibrancy of the town centre and resort within a safe and enjoyable environment, regarded as an attractive destination by its community and visitors. Four character zones are identified in the Masterplan, each with distinct attributes that make it unique within the context of Cleethorpes: North Promenade, Central Promenade, Town Centre, and South Beach.
- 1.5 Proposed interventions are tailored to complement the specific character zone sites and ensure that the projects respond to the direct built and natural environment, considering how the place is currently used and how to change it. Linkages with adjoining neighbourhoods are explored, with a focus on areas of important economic activity, such as St Peter's Avenue, Alexandra Road and Sea View Quarter. The Masterplan seeks to help protect and improve the Victorian heritage assets, connect the retail centre of the town with the beach,

promenade and resort and diversify the core uses, whilst being cognisant of the Central Seafront Conservation area. 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 within the tourism and hospitality sectors.

- 1.6 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 and resort have been tested with the public and other representative groups covering the business, creative and voluntary and community sectors. Extensive consultation was carried out with stakeholders and the community including the 'Think Cleethorpes' online survey which was also available as a paper copy. The survey was live from 3 November until 12 December 2021. In total, 5,342 people visited the 'Think Cleethorpes' survey site with 2,737 completing the feedback form which is a 61% completion rate. The average time spent by people completing the survey was over 22 minutes which shows that there is overwhelming interest and engagement in the Masterplan principles and project ideas suggested for the town centre. In addition to the survey, engagement sessions were held, and a stand was taken at the Grimsby and the Cleethorpes' Christmas markets to help reach more members of the public. A Final Survey Analysis is included in Appendix Two.
- 1.7 Developing the Masterplan will enable the Council to use it as a framework and reference point for the strategic direction required to prioritise projects for Cleethorpes that will unlock future Government funds, such as the Levelling Up Fund and the National Lottery Heritage Fund. As such, the Masterplan is an evolving document that needs to respond to a variety of external factors and will be subject to regular review to ensure that suggested interventions are viable. The future delivery of these projects is reliant on close partnership working with the community, local businesses, investors, operators together with private and public sector organisations. The Masterplan approach will give public sector funding partners and private developers confidence that their investment aligns with a strategic plan. A separate report will be presented to Cabinet regarding future applications for funding for projects.

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 regeneration and economic growth opportunities. The Masterplan will provide a framework of proposed projects which will inform future funding proposals and investment decisions and will be a key strategic document that underpins any asks of funding bodies. With significant evidence gathered through public engagement, the Masterplan will also provide both clarity and confidence to investors and funders about future plans.
- 2.2 Risks – Proposals involving alternative locations for Council services may be sensitive and subject to further stakeholder engagement in the future. There may also be sensitivities regarding proposals that may affect privately owned land or businesses. In addition, factors such as planning, environment and funding will remain risks as and when projects are brought forward.

- 2.3 Full risk assessments and further public consultation will be undertaken on individual projects as and when specific development opportunities are brought forward through the business planning process.

3. OTHER OPTIONS CONSIDERED

- 3.1 The Council could choose not to adopt a new Masterplan for Cleethorpes. Without a forward-looking framework in place, the Council risks limiting its credibility with funders and investors and future development of the town centre and resort may be fragmented and piecemeal with the result being that opportunities could be lost.

4. REPUTATION AND COMMUNICATIONS CONSIDERATIONS

- 4.1 The Cleethorpes Masterplan will positively enhance the status of North East Lincolnshire as a place to invest, work, visit and stay and it will also provide a framework for future funding proposals and investment decisions. The Masterplan has been developed following extensive consultation with key stakeholders, and the public. Their aspirations for the future of the town and resort have therefore been fully considered in the project proposals identified in the document.
- 4.2 The project team has engaged the assistance of the Council's Communication Team in developing the Masterplan. A Stakeholder Engagement Plan is in place to manage future communications and engagement. As specific projects come forward, there will be opportunities for further engagement and consultation with the public and key stakeholders.

5. FINANCIAL CONSIDERATIONS

- 5.1 There are no direct or immediate material financial considerations arising from the Masterplan. The proposals outlined within the report, however, 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. The Masterplan provides a framework of potential projects which can be considered 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. CHILDREN AND YOUNG PEOPLE IMPLICATIONS

- 6.1. There are no direct or immediate material children and young people implications arising from the Masterplan. The proposals outlined within the report, however, support the Council's overriding priorities and will provide further health and well-being and economic opportunities for young people.

7. CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS

- 7.1 The Masterplan considers the Council's published commitments on climate change and the environment, particularly within the context of the resort and beach areas having special ecological designations such as the SSSI. At the forefront of the masterplan is the green agenda and recognition of the Council's nature stewardship obligations as documented in Cleethorpes habitat management plan. 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.
- 7.2 Each resulting business case arising from the Cleethorpes Masterplan, will be subject to a more in-depth environmental assessment, to ensure they support the green strategic aspirations of the plan.

8. CONSULTATION WITH SCRUTINY

- 8.1 An informal meeting of the Tourism and Visitor Economy (TVE) Scrutiny Panel was held on 22 November when members were given the opportunity to give their views about the ideas being presented during the consultation phase. On 8 February 2022, a further in informal TVE Scrutiny session was taken through a presentation which outlined the character areas, consultation approach and was also asked to make any observations on the Masterplan's project proposals. All 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, on 10 March 2022.

9. FINANCIAL IMPLICATIONS

- 9.1 Whilst there are no direct or immediate material financial considerations arising from the Masterplan, its realisation is likely to require financial intervention from the public sector. Any specific asks for public funding would be subject to full business case and further Cabinet approval.

10. LEGAL IMPLICATIONS

- 10.1 There are no legal implications directly arising. As stated in the above report the Masterplan will act as a guide and encourage both private and public development over the next 10 years. This will help in maximising the opportunities for regeneration and economic growth which supports both the tourism and visitor economy and the stated strategic aims of the Council.

11. HUMAN RESOURCES IMPLICATIONS

- 11.1 There are no HR implications directly arising. As stated in the above report the

Masterplan will act as a guide and encourage both private and public development over the next 10 years. This will help in maximising the opportunities for regeneration and economic growth which supports both the tourism and visitor economy and the stated strategic aims of the Council.

12. WARD IMPLICATIONS

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

13. BACKGROUND PAPERS

- 13.1 The Cleethorpes Masterplan, 2022

14. CONTACT OFFICER(S)

- 14.1 Sharon Wroot Director of Environment, Economy and Resources.
Tel: 01472 32

Helen Thompson, Strategic Lead for Tourism
Tel: 01472 325722

COUNCILLOR PHILIP JACKSON

LEADER OF THE COUNCIL