



To be submitted to the Council at its meeting in July 2022

SPECIAL TOURISM AND VISITOR ECONOMY SCRUTINY PANEL

10th March 2022 at 11.00 a.m.

Present:

Councillor Brookes (in the Chair)
Councillors Brasted (substitute for Reynolds) Callison, Freeston, Hasthorpe (substitute for Hogan), Mickleburgh, Parkinson and Silvester (substitute for Robinson)

Officers in attendance:

- Damien Jaines-White (Assistant Director for Regeneration)
- Michelle Lalor (Head of Communications and Customer)
- Helen Thompson (Strategic Lead for Tourism)
- James Trowsdale (Strategic Lead for Culture)
- Laura Cowie (Senior Scrutiny and Committee Advisor)

Also in attendance:

- Councillor Proctor (Portfolio Holder for Economic Development, Housing and Tourism)
- Mr Mooney – resident

There were no members of the press and three members of public in attendance.

SPTVE.60 APOLOGIES FOR ABSENCE

There were apologies for absence received from Councillors Hogan, Reynolds and Robinson for this meeting.

SPTVE.61 DECLARATIONS OF INTEREST

Councillor Proctor declared a personal interest at item SPTVE.62 as an employee of an entity associated with Central Promenade.

SPTVE.62 CLEETHORPES MASTERPLAN

The panel received a report from the Leader of the Council presenting the Cleethorpes Masterplan prior to consideration by Cabinet on 16th March 2022.

Following a brief introduction of the report by Mrs Thompson, the Chair invited Mr Mooney to address the panel who put forward his representations. Mr Mooney was asking the Panel to consider including a pocket of land, which sits between ABP land and Suggitts Lane footbridge (running parallel with Harrington Street and Oliver Street), to be considered as part of the Masterplan in terms of creating a green area for residents. Mr Mooney went on to explain that this area of land was owned by the Council and wanted to see eco-friendly plants and flowers. Members sought clarification regarding the location of land, funding for the project and ongoing maintenance. Mr Mooney confirmed the location and explained that he was not asking for the Council to fund nor maintain the land. This would be done by local community groups. It was moved and seconded that to avoid delays with the Masterplan, the Masterplan proceed to Cabinet as laid out and that officers be asked to continue their engagement via the officers working group with Mr Mooney already underway to help this project come to fruition. This was agreed unanimously.

RECOMMENDED TO CABINET –

1. That the Cleethorpes Masterplan be adopted and authorises the Director of Environment, Economy and Resources to publish the same.
2. That 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, be supported.

RESOLVED – That officers continue their engagement via the officers working group already established with Mr Mooney to help this project come to fruition.

SPTVE.63 CREATIVE STRATEGY

The panel received from the Portfolio Holder for Economic Development Housing and Tourism presenting the Creativity Strategy prior to consideration by Cabinet on 16th March 2022.

RECOMMENDED TO CABINET –

1. That the Creativity Strategy 2022, as laid out in Appendix 1 of the report now submitted, be approved.

2. That authority be delegated to the Executive Director Environment, Economy and Resources, in consultation with the Portfolio Holder for Economic Development, Housing and Tourism to publish, promote and implement such strategy.

There being no further business, the Chair declared the meeting closed at 11.31 a.m.