



CABINET DECISION NOTICE

Publication Date: 18th March 2022

At a special meeting of the Cabinet held on the 16th March 2022 the following matters were discussed. The decisions of Cabinet are set out below each item along with reasons for the decision and other options considered.

Present: Councillor Jackson (in the Chair)

Councillors Cracknell, Lindley, Procter, Shepherd, Shreeve and S. Swinburn.

DN.138 APOLOGIES FOR ABSENCE

There were no apologies for absence received for this meeting.

DN.139 DECLARATIONS OF INTEREST

Councillor Procter declared a personal interest at item DN.140 as an employee of an entity associated with Central Promenade.

DN.140 THE CLEETHORPES MASTERPLAN

Cabinet considered a report from the Leader of the Council presenting the Cleethorpes Masterplan for approval.

RESOLVED –

- 1. That the Cleethorpes Masterplan be adopted and that authority be delegated to the Executive 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.**

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.

OTHER OPTIONS CONSIDERED – 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.

DN.141 CREATIVITY STRATEGY

Cabinet considered a report from the Portfolio Holder for Economic Development Housing and Tourism presenting the Creativity Strategy for approval.

RESOLVED –

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

REASONS FOR DECISION - The decision allows the Council to publicise its vision for creativity across the Borough and establish a Creativity Board to develop an action plan to deliver the objectives of the Strategy. The decisions will ensure that creative activity is interwoven across a wide range of Council strategies and cement a strategic approach to culture and heritage activity across the wider place.

OTHER OPTIONS CONSIDERED – Do Nothing – To do nothing would mean that the Council would not have a relevant and up to date approach to creativity. This would have a negative impact and limit the Council's ability to support and deliver a range of creative projects.