

An aerial photograph of Grimsby, UK, showing a dense urban landscape. A white, irregular outline highlights a specific area in the center of the town, which is the focus of the masterplan. This area includes a mix of residential buildings, commercial structures, and green spaces. To the north of the outlined area, there is a large, flat, open area that appears to be a dock or a large parking lot. The town is situated along a river, which is visible on the right side of the image. The overall layout shows a grid-like street pattern with various building footprints and some greenery interspersed throughout.

Area of focus

The focus of this masterplan is Grimsby town centre, as shown on this diagram. This includes the traditional town centre focused on Victoria Street, Freshney Place and the Minster and also includes the area around Alexandra Dock.

This is a significant area, with a broad range of land uses, infrastructure and multiple stakeholders. By including the Alexandra Dock area, it allows for the town centre to expand in a new direction, moving closer to the water and taking advantage of one of the unique assets that Grimsby has – its waterside location and maritime heritage.

Whilst this masterplan is focused on the town centre, linkages with adjoining neighbourhoods and areas of important activity, like Freeman Street and the Port, have been recognised with consideration given to how to strengthen the movement and connectivity between these areas and the town centre.

Grimsby Town Centre Masterplan Framework- DRAFT

DTM01

Stage 01

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DRAFT

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Foreword

There is no doubt that Grimsby has a great future ahead of it.

This key document has been produced as a result of consulting with local people and businesses about what they want to see in the town centre.

We want our communities to help us to create an attractive and vibrant town centre, where public areas provide exciting friendly spaces for safe leisure and recreation, and our unique waterfront position is maximised. Our rich heritage will be enlivened and celebrated, and our cultural environment will provide exciting reasons to visit the town.

This vision for one of our key town centres will provide the firm foundation for us to be able to attract public and private sector investment.

By working together, the future of Grimsby can be seen as one that's clean and green, where local people can thrive and grow and be proud of what they have on their doorstep.

Philip Jackson, Leader of North East Lincolnshire Council

0. Executive Summary

0.1 ROLE OF THE MASTERPLAN

Grimsby was the first town in the UK to secure a “Town Deal” with Government. The Town Deal is a new model of partnership working between central Government, local government and business and other stakeholders, focused on delivering positive change in Grimsby through investment and support. Having a clear vision for the future of Grimsby that sets out how investment across the town will deliver benefits for the residents of Grimsby now, and in the future, will underpin the support that is already in place. This masterplan provides that long term vision for Grimsby town centre.

Grimsby town centre plays a special role in the future success of the town, with significant potential for growth. Major investment has already taken place or is underway, for example, the transformation of the public realm in the town centre that has been delivered over recent years; plans for the OnSide Youth Zone overlooking the River Freshney which are now underway and exciting plans for the future of Freshney Place that have been developed. However, Grimsby, like many towns and cities in the UK, is experiencing major changes in the retail sector and requires investment in new areas that will help support a thriving town centre of the future. For example, there is significant potential to reconnect the town centre with its waterfront; bring to life Grimsby’s unique heritage assets; and support the community through investment in skills, training and enterprise. The purpose of this document is to clearly set out a vision for Grimsby town centre to 2030, identifying areas of potential change, guiding planning and investment, and setting a framework for future development of the town centre. It has been developed with input from stakeholders and the community across Grimsby, including a programme of engagement and consultation during the summer of 2020.

0.2 GRIMSBY TODAY AND IN THE FUTURE

Grimsby has a rich heritage and an important role in the history of the UK as one of its major ports and centres of fishing. Grimsby has a strong history in trade and innovation seen in its unique collection of buildings such as the 1852 Dock Tower (based on the Torre del Mangia in Siena, Italy) and the Victoria Mills Silo building. The role of the port has evolved over time, and Grimsby is now the UK centre for the operation and maintenance of offshore wind energy, utilising the port facilities and its skilled workforce, making a major contribution to the UK’s leading role in renewable energy generation. There is an opportunity to build on this expertise and for Grimsby to become the UK’s leading hub for low carbon energy generation, research and innovation, attracting new investment into the region.

Much of this investment is taking place outside of the town centre and there is a need to ensure that the benefits of this investment and the new industries that are attracted to Grimsby, are also investing in its town centre. In turn, there is a need to ensure that the town centre remains a location that people want to visit and is attractive for investment. At present, the town centre has a number of strengths but also some challenges. Its traditional reliance on retail means it is under pressure as the market for town centre retail fundamentally shifts and contracts. Whilst major investment has taken place in the town centre through enhanced public realm, parts of the town centre remain in need of further investment.

Whilst many people associate Grimsby with its rich maritime past, the proximity of the town centre to the waterfront is a huge opportunity that is not currently captured; indeed, many people could visit Grimsby without even realising it was a coastal town. Reconnecting Grimsby with its waterfront is a significant opportunity to strengthen the identity of the town and bring forward new

opportunities for development and leisure, supporting the growth of sustainable and healthy lifestyles.

Grimsby has a unique collection of heritage buildings and assets that reflect its rich maritime past. Restoring these buildings and bringing them back into economic use will support the growth of the leisure and visitor economy and help restore pride in the town. There is a need to support the introduction of new uses and activities into Grimsby town centre. This includes opportunities for small businesses and enterprises to flourish but also more significant changes in the town centre, including the potential for new residential communities around the waterfront; commercial and business uses in the town centre and more leisure uses. This change in the function of the town centre will need to be supported by investment in training and skills, with opportunities to strengthen and consolidate existing skills providers and introduce new opportunities for local people.

Finally, the town centre needs to feel safe, welcoming and accessible with new reasons for people to visit and spend time including cultural and arts events, community-based activities and festivals.

0.3 MASTERPLAN VISION AND PRINCIPLES

The overarching vision for Grimsby town centre has been developed with input from the Greater Grimsby Board; stakeholders and community groups in the town and drawing on comments made by the public during consultation. The vision is:

Grimsby town centre will be an attractive, vibrant place, home to a growing business and residential community, with enlivened public areas and water-spaces, where culture and heritage is embraced, and a broad offer of activities and pastimes can be enjoyed by all.

Delivery of this vision will ensure that Grimsby will be a successful and vibrant town centre that is well used by local people and visitors throughout the day and the evening. It will provide a range of functions and be home to a number of uses including shopping, businesses, homes, cafes and restaurants, and leisure activities. There will be exciting spaces for all ages to learn, explore new things, and develop skills. Grimsby will be known for clean town centre growth and use of low carbon technologies. It will feel safe and welcoming to all and its heritage assets and waterside location will be celebrated and well used.

Grimsby is already at the heart of the UK's plans to create a low carbon economy, as one of the main hubs in the UK for sustainable low carbon energy generation and carbon capture. The Council has declared a climate emergency and is developing a low carbon route map for the future development of the town. This vision for Grimsby town centre, delivered through the eight principles listed on the following page, will be underpinned with a commitment towards promoting high levels of environmental sustainability in everything that is delivered in the town centre. This will ensure the change that is planned for the town centre, makes a major contribution towards delivery of a low carbon future.

0.4 MASTERPLAN CHARACTER AREAS

C1 Riverhead and Garth Lane

C2 St James and Freshney

C3 Alexandra Dockside

0.5 MASTERPLAN PRINCIPLES

1. Introduce more diverse uses into the town centre
2. Reconnect the town centre with the waterfront
3. Celebrate and enhance our heritage assets
4. Promote and support community ownership and participation
5. Improve permeability of the town centre
6. Identify development opportunities
7. Prioritise health and wellbeing
8. Enhance opportunities for employment, skills and enterprise

0.6 A TOWN CENTRE FOR PEOPLE

Many of the changes that are proposed for Grimsby town centre are physical changes, but in order to be successful, they require the ongoing support, participation and influence of people living and working in the town. There is a huge amount of interest in what is happening in Grimsby, an active community with a hunger to remain involved to help shape and deliver this important vision. Ensuring high levels of ongoing community and public participation will help ensure the masterplan is delivering for the people of Grimsby.

0.7 DELIVERY AND IMPLEMENTATION

Delivery of the masterplan requires substantial investment from a range of parties and organisations. This document will be used to help “make the case” for Grimsby, guiding and shaping the approach to funding including prioritisation of projects. The masterplan will be reflected in updated planning policy documents for the town centre with new policy guidance added where required. This will ensure the investment funding that is received is fully aligned with the planning policy for the town centre, so projects can be quickly implemented without delay. The masterplan is supported by a technical evidence base which provides more supporting information on the projects and priorities in the masterplan. Progress of the town centre masterplan framework will be closely monitored with annual update reports produced for the Greater Grimsby Board.

1. Grimsby in Context

1.1 Introduction

Grimsby has a bright future. Building on its strong history and connections to the sea, and the industries and trade this brought, Grimsby is now seeing a new wave of sustainable industry investing in the town, establishing roots and reshaping the town's prospects. This is having a positive impact across the wider region, making a major contribution to growth across the Humber and Lincolnshire regions.

The town's reputation across the UK as an important fishing town began in the 19th century; to this day it remains one of the key food processing centres in the country and with a port complex that rivals some of the largest in the world. Grimsby is also fast becoming the global centre of gravity for the operation and maintenance (O&M) function for the offshore wind industry playing a lead role in delivering the UK Government's commitment to a fourfold increase in offshore wind energy production. Building on this, Grimsby has the potential to be the UK centre for low carbon energy generation and carbon capture, supporting research and innovation in new technologies such as hydrogen.

Grimsby is home to many unique heritage buildings, a town centre waterfront and a wealth of economic opportunities, all entwined with a strong sense of community pride and passion for the future of the town. There is a unique opportunity to use these strong assets to support the delivery of new activities and businesses in the town centre in a way that benefits both existing and future residents. The ambition for the next decade is to see further growth in employment and skills, shared prosperity, and improved livelihoods for the people of Grimsby.

The way in which people spend their time, and how they socialise is changing quickly, and Grimsby town centre must be able to adapt to these changes to remain at the heart of the town, as well as preserving its sub-regional status serving North East Lincolnshire and beyond. This means a diversification away from retail and the introduction of new uses in the town centre such as leisure, commercial and residential uses. This needs to happen in a way that ensures opportunities are shared amongst all of Grimsby's residents, contributing to improvements in quality of life and wellbeing for everyone. As well as the physical changes this will bring it needs to be supported by investment in skills and training.

The projects and priorities set out in this masterplan are designed to achieve this by setting a clear direction to 2030. This is balanced with a flexible and adaptable approach, allowing the masterplan to respond to changes in society, behaviour and technology, ensuring it is capable of responding to the challenges and opportunities of the future. This is particularly pertinent at the moment, given the rapid changes in society we are seeing and the need to have a flexible and resilient plan for the future that is capable of responding to changing circumstances.

The masterplan has been subject to a process of engagement with stakeholders and the community and received a high degree of support. There is a great deal of interest amongst the stakeholders and residents in the future of Grimsby and a continual process of engagement will help ensure the masterplan is delivered successfully.

'Modern town centres are much more than the simple retail centre that they used to be. To survive they must be the heart of the local community they serve, providing a key focus for shopping, employment, leisure, civic and cultural activities as well as urban living' NELC Local Plan 2013 – 2032

1.2 Role of the Masterplan

In June 2020 North East Lincolnshire Council (NELC) commissioned Arup to produce a detailed masterplan for Grimsby town centre with the key objective of guiding plans for the investment and delivery of transformational projects for the town over the next 10 years.

Since the creation of the 2009 Masterplan, Grimsby has seen considerable change, with significant public and private sector investment secured for the town centre. As a result of this investment, a tangible and positive impression is being made on the fabric of the town centre.

Some of this can be seen in the:

- Enhancement to the public realm and creation of a Cycle Hub at Grimsby Town Railway Station (2014);
- Improvements to bus passenger facilities in Riverhead Square;
- Private investment in a Holiday Inn Express adjacent to the railway station (2015);
- Town centre wide streetscape improvements (2016);
- The successful development of the Cartergate Office & Retail Development protecting 300 jobs in the town centre (2017);
- Repairs to the Victoria Mill Silo building to safeguard its future (2017);
- Public Realm improvements in Town Hall Square (2018);
- Acquisition of Garth Lane, a key town centre development site (2019);
- Creation of a Heritage Action Zone and Heritage Trail (2018-23);
- Creation of the Partnership Scheme in Conservation area (PSICA) to support redevelopment the Kasbah (2018-23); and
- Private sector conversion of a derelict Cooperage into town centre housing (2020)

This masterplan builds on these improvements with a clear set of future priorities for the town centre that will further strengthen what it has to offer.

1.2.1 WHY NOW?

Having secured a Town Deal in 2018 and progressed with a number of exciting projects in and around the town, now is the right time for a new masterplan for Grimsby. Momentum for change is gathering pace and these achievements to date are paving the way for the next wave of investment which will help keep Grimsby on its positive trajectory for the next decade.

With much to be proud of to date, Grimsby is poised at its next juncture of economic growth hence the need to review its ambitions and set out the journey it must take. A new masterplan will prepare the town for this next vital stage of development.

NELC's Local Plan (2018) outlines the Council's focus on 'creating opportunities for people; opportunities to get a job; to have a home; and to be part of a strong community'. Its ambition is to create up to 13,340 new homes and 8,800 new jobs by 2032. This masterplan is primarily designed to support these planning and growth agendas by identifying development sites, their potential, and public and private sector investment opportunities needed to unlock their progression.

1.2.2 THE APPROACH

In considering Grimsby's current position Arup reviewed the following strategic documents, to provide baseline information on the town's direction and its key priorities:

- EC Harris (2009) Grimsby Town Centre Masterplan;

- Invest North East Lincolnshire (2016) Grimsby and Cleethorpes Town Centre Investment Plan;
- NELC (2016) Economic Development Strategy;
- NELC (adopted 2018) Local Plan 2013 – 2032;
- Arup, ENGIE, NELC (2018) Greater Grimsby Town Deal Vision and Implementation Plan 2018-2028;
- NELC and Engie (2018) One Public Estate -Grimsby Cultural Town Centre; and
- Ekosgen (2019) Local Economic Assessment.

1.2.3 Area of focus

The focus of this masterplan is Grimsby town centre, as shown on this diagram. This includes the traditional town centre focused on Victoria Street, Freshney Place and the Minster and also includes the around Alexandra Dock.

This is a significant area, with a broad range of land uses, infrastructure and multiple stakeholders. By including the Alexandra Dock area, it allows for the town centre to expand in a new direction, moving closer to the water and taking advantage of one of the unique assets that Grimsby has – its waterside location and maritime heritage. Whilst this masterplan is focused on the town centre, linkages with adjoining neighbourhoods and areas of important activity, like Freeman Street and the Port, have been recognised with consideration given to how to strengthen the movement and connectivity between these areas and the town centre.

1.2.4 ENGAGEMENT

Building a stronger community must be based on understanding people's needs and aspirations therefore engaging the community and business sector in shaping the content of this masterplan, has been fundamental. Their engagement was sought through a wide range of activities carried out by North East Lincolnshire Council and the Arup project team.

HOW WE ENGAGED

A range of consultation methods were used:

- Virtual Engage, a web-based public engagement platform;
- Dedicated stakeholder meetings; and
- Stakeholder focus groups.

As the development of the masterplan took place during the Covid-19 pandemic we were unable to conduct the usual face to face consultation as social distancing restrictions would not permit this. Instead an innovative online engagement tool was developed to provide participants with a 'virtual room' giving the impression they were visiting a real venue which allowed them to navigate between information boards. An online feedback form asked for views on the initiatives presented and offered participants the opportunity to communicate their own views and suggestions on town centre improvements. This was supported with alternative access methods for people who were unable to use the online survey.

To guarantee a wide-reaching audience the consultation exercise was promoted on several different platforms including press releases and social media engagement. Consultation took place for 12 days, between Wednesday 15 July 2020 and Sunday 26 July 2020.

Stakeholder engagement was conducted online via video conferencing.

THE RESULTS

- 3,444 people visited the Virtual Engage site;
- 438 responded to the feedback form;
- 94% were from individuals; and
- 6% were on behalf of a business or organisation.

Results and feedback have been incorporated into this report, and full details on the consultation and the results can be found in the background document.

1.2.5 Covid-19

This masterplan has been developed during the Covid-19 pandemic in 2020. There are many uncertainties about the near future, and the longer-term impacts of the pandemic, both in terms of how we live our lives, and how the built environment will adapt to the 'new normal'. As with any uncertainty, the ambition is for the framework and proposals set out in this document to be as adaptable to new uses and as flexible to changing behaviours

as possible. The impacts of the pandemic on society and the economy will become clearer as time passes, and the Council will therefore review and edit this document periodically to ensure it remains fit for purpose.

Supporting stronger communities is one of the key ambitions of the Council, along with enabling a stronger economy. NELC Local Plan 2013 – 2032

1.3 Grimsby in context

1.3.1 Grimsby - where it is and what it has to offer

Grimsby is a port town in North East Lincolnshire (NEL) located on the east coast of England at the mouth of the Humber Estuary. The Port of Grimsby and Immingham is the UK's largest port by tonnage handling around 12% of the UK's cargo. It serves a diverse range of industries and acts as a key international gateway to both the Northern Powerhouse and the Midlands Engine in the UK.

The Humber is also the UK's Energy Estuary with a major contributor, the Port of Grimsby, located on the south bank, recognised as the centre for operations and maintenance (O&M) services to the offshore wind farms. Now a major base for businesses such as Ørsted, E.ON, Innogy and GLID/Siemens, these global leaders in offshore renewable energy offer many high skilled jobs for the area. The rapid growth of the renewable energy industry in the UK has presented new economic opportunities for Grimsby in the last decade.

North East Lincolnshire has three towns: Grimsby and Immingham, with their ports, maritime industries and services; and Cleethorpes, a seaside resort attracting millions of visitors per year. The Lincolnshire Wolds, an Area of Outstanding Natural Beauty, lies a few miles to the south of Grimsby, offering a unique rural landscape and picturesque villages.

50+ years of process industries in North East Lincolnshire

After many years of economic challenges North East Lincolnshire is in a new era of economic growth. A substantial amount of funding has been secured for regeneration over recent years facilitating a significant shift in its economic prospects. The creation of the Council's flagship South Humber Industrial Investment Programme (SHIIP), a long term multi-million-pound economic growth programme founded to develop up to 195 hectares of employment land across six Enterprise Zone sites has helped to unlock major new business investment for the area. The Velocys (Altalto) project, a Europe-led green jet fuel plant planned for Stallingborough, will convert over half a million tons of waste per year into clean burning aviation fuel, representing a significant step change for aviation and an important step in the reduction of our carbon emissions.

The energy sector in North East Lincolnshire is not only important to both the UK and local economy, but also play a significant role in ensuring the UK's fuel security.

The Stallingborough Interchange has its first 'anchor' industrial unit in construction, with an advanced mechanical engineering company ready to take up occupancy in February 2021. Industrial sites on the south bank of the Humber are seeing new clusters of investment forming in waste to energy schemes as the pressure for sustainable models of waste recycling intensifies.

An innovative Ecological Mitigation Scheme, a European first, has enabled the Council to turn unused land into environmental mitigation sites, protecting the natural environment whilst encouraging economic growth. Better connectivity and access between Grimsby and Immingham's key employment sites and industrial development land will soon be realised, with the completion of the 'port connector' Humber Bank Link Road.

Gathering pace and high on NELs agenda is the drive to move to a low carbon economy. The Council has bold ambitions to be nationally and internationally recognised as the UK's leading region for low-carbon energy by 2032 and is pursuing new energy solutions including district heat networks and battery storage of power. The Council's 'Low Carbon Future' routemap is helping to achieve these ambitions. NEL is also a leading player in supporting the delivery of the Humber's plans to

decarbonise the Estuary's energy intensive industries in a move towards clean growth, one of the four Grand Challenges of the UK Industrial Strategy. Business growth support services in the town centre such as E-Factor have been highly successful in recent years, providing start-up and scale up space to local businesses, as well as networking and coaching opportunities.

These initiatives along with the significance of Grimsby's ground-breaking, Town Deal have proved pivotal in escalating NELs prospects. With heritage and culture now firmly embedded in its place-making regeneration plans and a new wave of investment opportunities, partnerships and collaborations Grimsby has a great deal to offer.

1.3.2 Grimsby today

Founded in the 9th century AD, Grimsby's ready access to the sea saw it develop into a port and by mid-20th century was home to the world's largest fishing fleet. Although the fishing industry declined dramatically in the 1970's its port complexes remain some of the most modern and efficient in the country adapting to new economic opportunities and growth industries.

Grimsby continues to play an important fisheries role as the UK's leading seafood cluster, home to around 500 food-related companies, food production remains as one of Grimsby's key sectors.

The town is now the second largest conurbation in Greater Lincolnshire with a catchment of 90,000 people within a 15-minute drive, and 350,000 within a 45-minute drive. With Humberside International Airport on its doorstep, a 20-minute drive away, and its access to the North Sea, it offers easy access to Europe and other worldwide trade routes.

Today, Grimsby has a great deal to offer. It is in the enviable position of having secured its own ground-breaking Town Deal in 2018, the first in the country, securing a direct route to Government funding and to pilot new approaches to regeneration. Significant investment opportunities have been unlocked for the town, placing Grimsby at centre stage of the Government's 'levelling-up' agenda.

The last three years has seen investment for the adapting to new economic opportunities and growth Europe and other worldwide trade routes. Public Estate; National Lottery Heritage Fund; industries. Grimsby Creates/Cultural Development Fund; and Historic England. Grimsby has been busy designing, funding, and delivering projects across the town.

The food industry is worth more than £2.5bn to North East Lincolnshire

Some exciting and innovative developments taking place include:

- The Offshore Renewable Energy (ORE) Catapult project, now based in Grimsby's Port Offices, plan to create a Centre of Excellence. This will serve as a leading testing facility for the development of next generation technologies to benefiting the whole of the UK;
- Grimsby Creates, one of five nationally funded cultural development programmes will place cultural activities at the heart of the town centre offer;
- Creation of a Youth Zone, a new town centre youth facility, by the national charity OnSide, will renovate heritage buildings at West Haven Maltings (Garth Lane);
- The Kasbah, the local name for a collection of vacant historic buildings on the Port of Grimsby is experiencing a renaissance, finding new purpose through a range of strategic investments;

- Emerging UK Freeport opportunities that could open- up foreign investment and high value jobs for the wider area, with the ports of Grimsby and Immingham playing a key part of a Humber bid for Freeport status;
- A direct rail connection from Grimsby and Cleethorpes to London are being actively considered; and
- Grimsby's Heritage Action Zone (HAZ) status has brought with it a wealth of resource and expertise from Historic England.

Looking to the future, Grimsby has an important role in the future economic growth of the country, in close proximity to both the Northern Powerhouse and the Midlands Engine for Growth. These attributes make Grimsby an appealing location, with process plant and manufacturing, transport and storage and a technically skilled workforce, relocating companies have a lot on offer to them.

"Improving urban quality of place is central to our plans for inclusive economic growth"

Grimsby Town Deal Prospectus (2018)

1.3.3 The town centre today

Grimsby has a large town centre, providing a range of civic, commercial and social functions that serve both the town and the surrounding area. The local economy is boosted by additional trade captured as in very desirable locations like the waterfront and a consequence of it being a sub-regional centre and Minster quarter, offering attractive potential with a its proximity to Cleethorpes, a seaside town which offers a different appeal as a key tourist resort.

STRONG BUILDING BLOCKS FOR GROWTH

Grimsby has many development opportunities, some in very desirable locations like the waterfront and Minster quarter, offering attractive potential with a healthy pipeline of available land and properties. There is currently little residential use in the town centre and a more varied residential offer would be required to attract a range of economic groups including professionals.

Freshney Place shopping centre which is in private ownership, is at the heart of the town centre and its retail catchment stretches beyond the borough boundary, reflecting the strength of Grimsby as a regional centre. Like other retail areas over recent years, it has felt the impact from the shift in consumer habits to online retailing and is looking at ways to adapt to the future needs of the community. A bold Future High Streets Fund scheme, seeking Government support, has aspirations to create a new leisure hub by reconfiguring retail space in the town introducing an expanded leisure and recreational offer.

The Council itself owns significant land in and around the town centre, including the recently acquired Garth Lane development site. In the future, as some of the larger retail sites around Alexandra Dock come forward for redevelopment, acquisitions could serve to simplify and consolidate ownership and help accelerate redevelopment opportunities. The construction of the Cartergate office complex has shown there is demand in the area for high quality office space, though fast changing work patterns are likely to dictate future developments have multi-use functionality. Enhancements to public realm in the town centre, such as St James Square and areas around the waterfront will help to add interest. However the lack of space for cultural activities like events, museum and exhibitions is a constraint which must be addressed if the town is to expand its offer and become more vibrant.

MOVEMENT AND CONNECTIVITY IN GRIMSBY

Grimsby is well connected to other towns and cities in the region by road and has good connectivity to Doncaster, Sheffield and Manchester and Manchester airport by rail. The town centre is easy to access by private car with plenty of options for town centre parking. However, there are some pinch points on the roads at peak times due to the dominance of car travel in Grimsby, for all trip types. Bus connections are relatively frequent, although public transport usage is low, with just over 10% using public transport to commute to Grimsby. Improvements have been made to road linkages to the ports, in order to accommodate increased traffic arising from port expansion.

Public engagement suggests that pedestrian and cycling infrastructure is insufficient and perceived to be unsafe in places and at certain times of the day. There is a need to provide more local level connections into and within the town centre, making it easier to move around on foot and by bike and reducing the severance effect caused by the road network in key places. The plan for direct train access to London, and potential funding for an electric bus fleet, would further support sustainable

travel in the town and support the Government's clean growth agenda. There is also a need to ensure Grimsby remains on the main line rail network which connects towns and cities in the North of England. Plans for Northern Powerhouse rail need to ensure Grimsby is fully connected with enhanced rail services to other towns and cities.

Good broadband coverage is an increasingly important economic asset, enabling businesses and residents to connect to the information economy, work remotely and benefit from electronic commerce and new ways of working. Almost 90% of Grimsby is served by superfast broadband, but greater digital connectivity across the town centre would help people and businesses access online services. Digital skills can help people feel part of a community and can help individuals manage their physical and mental health and wellbeing.

FOSTERING INNOVATION AND ENTREPRENEURIAL SPIRIT

Innovation and ideas are important contributors to economic growth giving businesses a competitive edge and improving productivity. Grimsby has the opportunity to build on current plans for developing innovation and research centres, its prominent position in the energy and renewables sector has led to a £35m Catapult plan to establish an Offshore Renewable Energy Centre of Excellence for the town, putting innovation and new technologies at the heart of Grimsby's future development.

Grimsby's high number of start-up companies ranks it in the top ten towns and cities in the UK and there is well established business support provision delivered by organisations like E-Factor. This advice will need to continue to support businesses to innovate, adapt and diversify as new technologies like automation and robotics are advanced in the workplace.

New ways of doing business, like e-marketing, pop-up shops and an increase in online retailing are opening up new approaches to business start-ups, product and service innovation and business diversification. The town centre can play a key role in helping to facilitate this by providing clusters of flexible business space and being creative when finding new uses for vacant, unused buildings.

A cluster of flexible workspaces is emerging in the Port area (known locally as the Kasbah) focussed on the creative and food sector, helping to bring back into use unused heritage buildings. Water's Edge Creative Studios provides office space for small businesses working within the creative sector. Facilities like these support this entrepreneurial spirit in Grimsby and help to foster new business growth.

SKILLED GRIMSBY

Significant employment growth is planned over the next decade across North East Lincolnshire (NEL) together with replacement demand resulting from retirement, which will result in a large number of employment opportunities across all occupations and sectors including new skilled occupations in the emerging renewable energy innovation and technology. Dispersed across the Greater Grimsby area, the local skills system is strong and with many positive examples of excellence and unique training provision owned through extensive employer memberships and active participation. NEL is served by an estimated 300 private training providers with the largest further education provider being the Grimsby Institute with over 13,000 students. Many larger employers also have significant in-house training provision and programmes in place and specialist industry-based training is delivered by CATCH.

A key challenge for NEL is to increase the take up of skills development and training as workforce qualifications are low and few adults of working age are studying. Low income levels and often temporary or seasonal employment do not encourage workers to prioritise their skills development. Inspiring and motivating more local people to be equipped to contribute to the local economy and increasing the opportunities for entrepreneurship is one of the keys to unlocking the full potential of the local workforce.

There is limited education and training presence in the town centre. There is also a lack of space for smaller companies or enterprises to start or grow their business and work in an innovative and collaborative environment with other organisations. This model of flexible, shared spaces that naturally encourages innovation is central to developing an innovation ecosystem in Grimsby town centre.

Realising the vision for a vibrant and attractive town centre, offering quality living, learning and leisure will also be crucial in changing how the town is externally perceived and in helping to attract and develop new talent and highly skilled personnel to work and live in North East Lincolnshire.

EMBRACING GRIMSBY'S RICH CULTURE

Grimsby has a strong history and a close relationship with the sea, its waterfront gives Grimsby fantastic scope to differentiate itself from other towns and cities and generate a positive interest in the town. Any transformation of the Grimsby's town centre must celebrate the legacy and rich heritage of the area that gives it a distinctive character and sense of place. Grimsby has many unique heritage assets, particularly those relating to its industrial and maritime heritage, these can be found across different conservation areas in the town including the dock area.

The Fishing Heritage Centre positioned along Alexandra Dockside, is a museum depicting the heyday of Great Grimsby's world famous fishing fleet, it celebrates Grimsby's heritage in a unique

way and holds a number of awards including Trip Advisor Hall of Fame. The Port of Grimsby is home to a unique collection of densely packed Victorian and Edwardian buildings with a distinct 'town like' character referred to locally as the Kasbah. The area is now a conservation area and plans are underway to renovate and re-purpose buildings through a Council, Associated British Ports (ABP), Historic England and Arts Council partnership.

As well as iconic heritage buildings there are many heritage assets like the local history library, archives and museum collection and the historic fishing vessels, the Ross Tiger and Esther located at Alexandra Dock. Restoration, protection and better promotion of all these assets including better connectivity between their locations and the town centre would benefit the look and feel of the town, help to draw more visitors and help boost civic pride.

Recent investment into Grimsby Creates, a Cultural Development Fund grant programme, has offered Grimsby the opportunity to focus on growing its cultural and creative sector. By firmly embedding culture and heritage in its regeneration plans for the town it will be paying tribute to the town's rich heritage through its activities over the next three years.

GREEN GRIMSBY

The low carbon economy has been identified as a priority for growth at a national level, with 'clean growth' identified as one of the grand challenges which will transform our future. These priorities and the growing strategic importance of the renewables sector in Grimsby has helped put the town 'back on the map' and will provide potential opportunities for businesses and ultimately a stronger local economy.

Adopting a zero-carbon agenda which embeds sustainable development principles at every opportunity must be a forefront of any transformation taking place in the town centre. Where existing buildings are renovated energy efficiency and energy saving technologies must be integrated. Improving the quality of the natural environment in around the town centre, by for example enhancing the waterfront and natural biodiversity of the River Freshney will help create attractive areas of interest and help the community to reconnect with the town's natural assets.

There are many attractive green and blue spaces just outside Grimsby including the Lincolnshire Wolds Area of Outstanding Natural Beauty, and the National Cycle Network and the Coastal Path however the town centre itself has limited access to green and blue spaces. Well used parks like Ainslie Street Park and People's Park, a designated historic park bordered with some fine examples of period housing, a short walk from the town centre, could be better defined by signposting.

St James Square, a key heritage quarter of the town, offers an area of open space for people to enjoy and is benefiting from investment to further enhance it. The River Freshney and Alexandra Dock can be seen from key points around the town, but these strong and unique natural assets need to become focal points with improved accessibility.

2. The Opportunity for Grimsby

- 2.1 Masterplan vision 2030
- 2.2 Masterplan principles
- 2.3 Area of focus
- 2.4 A town centre for people

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2.1 Masterplan vision 2030

Grimsby town centre will be an attractive, vibrant place, home to a growing business and residential community, with enlivened public areas and waterspaces, where culture and heritage is embraced, and a broad offer of activities and pastimes can be enjoyed by all.

The end goal for any masterplan is not merely to regenerate an area, but to improve people's quality of life and create inclusive economic growth. This masterplan is no different.

By 2030 Grimsby will be a successful and vibrant town centre that is well used by local people and visitors throughout the day and the evening. It will provide a range of functions and be home to a number of uses including shopping, businesses, homes, cafés and restaurants, and leisure activities. There will be exciting spaces for all ages to learn, explore new things, and develop skills. Grimsby will be known for clean town centre growth and use of low carbon technologies. It will feel safe and welcoming to all and its heritage assets and waterside location will be celebrated and well used.

2.2 Masterplan Principles

The eight key masterplan principles described in the following pages have been formulated to directly address the objectives associated with the creation of a thriving Grimsby town centre. Underpinning and permeating through each principle and the wider masterplan is an essential need to deliver on carbon reduction targets and promote environmental sustainability in everything that is delivered in the town centre.

The baseline analysis and stakeholder engagement has played a key role in informing the development of these principles. The principles describe the masterplan approach and will help to validate the illustrative projects.

During the public engagement, all eight of the principles were supported, with participants focusing particularly on the need to harness Grimsby's unique character and assets, such as the water and its heritage, to secure its long-term success.

1. Introduce more diverse uses into the town centre
2. Reconnect the town centre with the waterfront
3. Celebrate and enhance our heritage assets
4. Promote and support community ownership and participation
5. Improve permeability of the town centre
6. Identify development opportunities
7. Prioritise health and wellbeing
8. Enhance opportunities for employment, skills and enterprise

2.2.1. Introduce more diverse uses into the town centre

The masterplan encourages a greater mix of land uses in and around the town centre. This includes:

- The introduction of new, flexible commercial space for future businesses including those in the digital and green economy;
- Creation of new public spaces and opportunities for events and community activities;
- The introduction of new residential uses, supporting a thriving and vibrant new town centre community;
- Flexible space that accommodates educational, skills and training uses linked with existing and future growth sectors in the economy and supports innovation and entrepreneurship; and
- A stronger mix of leisure uses that serve the needs of existing and future residents, and visitors to the town.

These new land uses will help support the transition away from retail, bringing new life into existing buildings and supporting the development of vacant sites in and around the town centre. This will help drive activity and footfall, both throughout the day and the evening and support the creation of a more welcoming town centre that people choose to visit.

2.2.2. Reconnect the town centre with the waterfront

Grimsby is a historic port with a rich maritime history. The town centre includes major areas of water space and docks, but these are difficult to access and not always visible to visitors in the town centre. The water is a huge natural asset and improving access to it and making more of the water as a space for leisure, recreation and new uses will help bring new life into the town centre.

The masterplan places significant emphasis on the integration of the waterfront with the town centre. By pivoting the centre of the town towards the water, the water could be a central place of activity in Grimsby, and catalyst for development. The waterfront is a distinctive asset for Grimsby, with a number of unique heritage assets and significant opportunity for improvement. Other towns in the UK have used their waterfront as a major catalyst for regeneration and change and the scale of opportunity at Grimsby is huge.

Proposals to achieve this include the creation of a major new public space at Riverhead Square, a new focal point where the town centre meets the water. There are also opportunities to activate the water, supporting the development of new sports and leisure proposals and arts and cultural events, building on the existing Fishing Heritage Centre.

2.2.3. Celebrate and enhance heritage assets

The masterplan seeks to breathe new life into Community ownership and support for the Grimsby's unique heritage assets and historic masterplan is paramount to its success. A range of collections, enhancing the distinctive character and of community engagement activities have been special qualities of the town centre. undertaken to shape this masterplan, influencing the projects and priorities that have been included.

The heritage of Grimsby can be found across the town in iconic buildings such as the Minster, the Victoria Mill Silo building and the Corporation Bridge. Just some of these buildings are accessible or used, and the masterplan seeks to better integrate these assets into the town centre, making them more connected and visible and bringing new life into vacant buildings. This will help strengthen the unique identity of Grimsby, attracting new visitors and instilling a stronger sense of pride in the town for local people.

There is also an opportunity to provide more information about heritage assets for visitors and local people, strengthening the role of the local history library, archives and Museum Collection.

Grimsby's future should have a strong connection to its past, reflecting its heritage, its traditions and local distinctiveness in any new buildings. Temporary events and cultural activities associated with the heritage of Grimsby will also support the town centre by increasing footfall and attracting new visitors.

2.2.4. Promote and support community ownership and participation

Community ownership and support for the masterplan is paramount to its success. A range of community engagement activities have been undertaken to shape this masterplan, influencing the projects and priorities that have been included.

The pride and passion that local people have for the town is indisputable. This must be harnessed and used to create a positive wave of community driven change and ownership of the town centre, led by the strong voluntary and community sector. As this masterplan is adopted and developments come forward, it is important that the plans, and activities taking place within the spaces, are co-created and co-designed with the community and these groups to ensure they serve their needs now, and into the future.

Support for community-led initiatives and events, including cultural events and business initiatives will all help introduce more diversity into the town centre. Small scale projects and programmes including meanwhile uses that involve the community and voluntary sector, opportunities for “pop up” or start up space, and arts and cultural programmes such as music festivals and youth programmes will all help generate activity in the town centre. Using some of the new public spaces such as Riverhead Square or St James Square as a focal point for these activities is a major opportunity.

2.2.5. Improve permeability of the town centre

The masterplan aims to improve movement and connectivity into and around the town centre, helping to create a more permeable town centre that is easier to access and move around. This will make it easier for people to visit the town centre and to discover new areas of development and opportunity such as the dockside area around Alexandra Dock and Victoria Mill.

Having a more permeable town centre will also support more active travel, contributing to the health and wellbeing of the town. Specific priorities for improving connectivity include:

- Improving the connections between Riverhead Square and Alexandra Dock, building on work already underway at Frederick Ward Way;
- Creating new connections between St James Square and the River Freshney, including better links through the Freshney Place shopping centre;
- Enhancing east-west connectivity between Freeman Street and Victoria Street/Alexandra Dock including crossing of the railway;
- Strengthening connections south of the town centre including improvements to existing crossings of the railway; and
- Opportunities for creating new north-south connectivity between Freeman Street, Alexandra Dock and the heritage assets in the Kasbah area.

2.2.6. Identify development opportunities

The masterplan identifies strategic sites in the town centre for future redevelopment. This includes a combination of vacant sites and those sites that will become available for redevelopment throughout the life of the masterplan.

In many cases, redevelopment of these sites will require support and investment, whether in terms of new infrastructure, access improvements or support with viability. Some of the sites are in Council ownership and others are not, requiring partnership working between the public and private sector.

The redevelopment of these sites is a major component of the masterplan, creating opportunities for introducing new land uses and activities in the town centre which will have a wider catalytic effect on the regeneration of the town centre.

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2.2.7. Prioritise health and wellbeing

The masterplan prioritises healthy lifestyles with an emphasis on walking, cycling and sustainable movement patterns through the town centre and across Grimsby. Improving access to the waterfront and opening up areas of new open space for leisure and recreational activities will also support this.

Providing new places to relax and enjoy the natural environment with well connected, accessible walking and cycling routes will support the health and wellbeing of residents and visitors.

Additionally, the provision of new water-based recreation and sports activities will help activate natural open spaces in and around the waterfront encouraging participation in new leisure pastimes.

Introducing a greater mix of uses in the town centre including new town centre residential neighbourhoods and more commercial space, will enable more local trips to be made on foot or by bike, reducing the need to travel by car.

Proposals in the masterplan focus on creating a more accessible, safer and attractive town centre, which help improve quality of life and enhance the experience of people living, working and spending time in the town centre. Enhancements in lighting, wayfinding and security measures will ensure the town centre feels safe and welcoming to all, throughout the day and into the evening.

2.2.8. Enhance opportunities for employment, skills and enterprise

Ensuring existing and future residents of Grimsby are equipped with the skills needed to take advantage of these new opportunities is a priority for the masterplan. This means continued investment in skills and training - including digital skills - working closely with investors in the town centre, businesses and existing skills and training providers, and anchor institutions such as the Grimsby Institute.

The masterplan supports the development of a major skills and training cluster in the town centre to help foster innovation and entrepreneurship. A new space that creates opportunities for a range of providers to work together would allow local people to access a range of skills and training programmes in a highly connected and integrated way. Having this facility in the town centre will mean it is highly accessible but also visible to local people, helping to contribute to activity and footfall and support local businesses.

As the economy of Grimsby continues to diversify and new sectors are attracted to the town sector, skills and training facilities need to adapt in a highly flexible way. Having a town centre hub, with flexibility to grow and adapt over time, accommodating new partners and training providers, particularly those with a digital focus, will help ensure a stronger enterprise culture is developed in Grimsby. This will support greater collaboration, networking and innovation across sectors.

2.3 Area of focus

The boundary of the masterplan includes three different character areas linked by an overarching strategy to ensure these areas remain connected to each other. The areas (which are discussed in more detail in Chapter 4) are as follows:

RIVERHEAD AND GARTH LANE

This area includes the eastern end of Victoria Street, Riverhead Square, the Garth Lane opportunity site, and the Fishing Heritage Centre. Development of these areas presents a major opportunity to re-position the centre of gravity in Grimsby town centre towards the water, through the creation of a major new public space in Riverhead Square and the residential-led redevelopment of the Garth Lane site. Improving connectivity between these two areas is the critical link between Grimsby town centre and its waterfront.

ALEXANDRA DOCKSIDE

This area includes the land adjacent to and including Alexandra Dock. Since the decline of the fishing fleet, sites fronting the dock have been transferred

into largely retail functions with associated car parking. The Fishing Heritage Museum, Corporation Bridge and Victoria Mills building form a central group of important assets, but in general, this distinctive waterfront asset is underused and underexploited. There is a major opportunity to reconnect Grimsby with its maritime heritage and make more use of the water. This includes new public realm and opportunities to access the water including leisure/sports and arts/cultural events; redevelopment of vacant sites into new residential uses; enhancement of heritage assets and bringing back into use important buildings such as the Victoria Mill silo building. Over time, Alexandra Dock presents a major opportunity to create a new residential district in the town centre.

ST JAMES AND FRESHNEY

This area includes the Freshney Place Shopping Centre, the Minster, St James Square, Cartergate and the area around the station. Currently the area hosts a mixture of traditional town centre uses, dominated by retail, alongside the key historic asset of the Minster. This is a major opportunity to diversify the town centre away from a retail dominated environment, drawing on heritage assets to encourage a broader range of land uses including additional commercial, leisure and residential uses.

2.4 A Town Centre for People

Town centres are important places for people to live, work, and enjoy their leisure time. The role of town centres is constantly changing, and expectations of what a town centre should offer are shifting, as people are looking for a town centre that offers a range of different experiences.

For Grimsby town centre to continue to thrive, it must support a range of uses, which are accessible to all, throughout the day and into the evening. It must also be agile and be able to adapt to the changing needs and desires of local people and businesses.

This masterplan must work for the people of Grimsby, today and in the future. This masterplan considers how people use, move around and engage with the town centre. People must feel welcome and safe in the town centre. Making the town centre functional for pedestrians, cyclists, wheelchairs, and pushchairs is crucial. There must be infrastructure and services on offer to all that supports health and wellbeing. Imagining the future, people should be able to come to the town, do their shopping, perhaps meet some friends in a café, and be able to use the new public spaces and enjoy the waterfront.

The changes must also bring economic growth to the town centre, such as good and secure employment opportunities, high quality education, places to innovate and explore new things, and space for new businesses to grow and expand.

This page presents an idea of how different people might experience the Grimsby of 2030.

The Weatherall Family

The Weatherall Family have lived in Grimsby for 5 years. They take advantage of the easy pedestrian routes around the town, and there are always lots of free, family-friendly events taking place at St James Square or at Riverhead Square. The kids love taking part in the watersport activities on Alexandra Dock after school.

Barbara and Kristine

Barbara and Kristine were both brought up in Grimsby and have been coming to the town centre all their life. They do most of their shopping in Freshney Place and in the food market. Barbara comes in on the bus from Louth, and Kristine gets a bus from Immingham to meet up in Grimsby, grab a coffee and catch up whilst sitting on their favourite bench overlooking the River Freshney.

Jasmine

Jasmine is a young entrepreneur and a keen cyclist who lives in Grimsby town centre. She uses the new cycleways around the town centre to cycle between meetings with potential investors. She works in one of the new co-working spaces and loves hosting 'learn and grow' skill evenings at the enterprise hub. After a busy day, she loves meeting up with friends for a drink next to Alexandra Dock.

Geoff

Geoff commutes on the bus to his job in Grimsby town centre. His company is looking to expand out of their small unit and move to a larger office soon. They like their town centre location because of all the new restaurants and bars opening up and are looking at some conveniently located new offices near the railway line.

Patrick and David

Patrick and David are from an offshore wind company here on a business trip. They are only in Grimsby town centre for a couple of weeks to visit but enjoy being able to walk from their hotel by the station, right the way up to the dock area. They are impressed with the changes and development taking place in the town centre, noticing new things every time they visit.

Ollie

Ollie and his friends often meet up in the centre of Grimsby to hang out. They can always find something to do after school and at the weekend. They spend time at the Youth Zone and Ollie is about to start some work experience at one of the new renewable energy companies in the town.

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3. Grimsby Town Centre Masterplan

- 3.1 Overarching framework
- 3.2 Access and movement
- 3.3 Open space
- 3.4 Land use
- 3.5 Heritage

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3.1 Overarching Masterplan Framework

The Masterplan framework combines all eight design principles into a single, cohesive approach for the town centre. This is based on a number of underlying principles that seeks to diversify the range of uses in the town centre; extend the town centre to include a major new waterfront district and improve the quality of experience for people using the town centre. This will be achieved through specific projects and proposals that are described in more detail in the following sections.

The Masterplan framework identifies key sites in the town centre that offer potential for change. This includes vacant sites that are available for redevelopment now, or sites that could become available for redevelopment in the future. These sites will be subject to more detailed planning policy considerations and the framework identifies the strategic potential of these sites and their role in contributing to delivery of the masterplan.

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3.2 Access and Movement

Grimsby has a long-established road network and patterns of movement that have developed as a result. The town centre has good accessibility by car, with a broad range of car parking options. Bus access to the town centre is good with recent investment in new town centre bus facilities. The train station is centrally located with good links to the town centre, that have been subject to recent investment in the public realm.

The road network forms a tight collar around the town centre, providing good access for motorists but creating some barriers in places for pedestrians and cyclists. Cycling levels in the town centre are relatively low with limited facilities for cyclists in terms of dedicated routes and safe parking. The dominance of the road network and the lack of local connections for pedestrians and cyclists does make it difficult to move between some parts of the town centre, particularly between the traditional town centre and the Alexandra Dock area. This results in a town centre that is relatively constrained by Frederick Ward Way to the north and by the railway line to the south.

The access and movement approach taken in this masterplan aims to protect the high levels of accessibility the town centre already has for some users (particularly car and public transport users) whilst introducing more choice and better connections/facilities for people on foot and bicycle. This will help achieve a more balanced pattern of trips to the town centre with greater use of more sustainable modes.

The approach also recognises the transition that is taking place with transport through the introduction of cleaner electric vehicles and new forms of mobility. Positioning Grimsby at the forefront of this transition is a priority for the masterplan, working with other partners in the region, helping Grimsby to become a focal point for the green transport revolution including a transition towards an electric vehicle fleet (including buses) and new mobility solutions.

ENGAGEMENT RESPONSE

Respondents identified the need for the provision of a public transport hub, including better access between areas within the town centre.

- 'Provide connections by better signage and wayfinding linking all the town'
- 'Would be nice to include cycle lanes that connect all the heritage sites and key zones together.'
- 'I want a town that is walkable and people-friendly'

MOVEMENT KEY PRINCIPLES

- Creation of greater pedestrian and cycle permeability within and beyond the town centre, supporting an increase in active travel.
- New walking and cycling routes from the town centre through to Alexandra Dock, and beyond to the coast.
- Maintaining good access to the town centre by private car, whilst enhancing accessibility for public transport users.
- Creation of a new network of streets around Alexandra Dock that help integrate and connect with existing neighbourhoods.
- Support for the transition towards low carbon transport including high levels of electric vehicle usage in Grimsby.

3.3 Open Space

Access to good quality open space is an important component of a successful town centre. It creates opportunities for people to spend time, relax and enjoy being outside whilst introducing the potential for events, activities and new uses to take place. Open space takes many forms - green spaces for recreation, sports and leisure; urban spaces for socialising and relaxation and blue spaces with access to water.

Within the town centre, the main open space is provided by the gardens which surround the Minster. Although well used parks such as Ainslie Street Park and the People's Park are within walking distance, there is a relatively low provision of green space within the town centre itself, and access to the water is limited. The value of easy access to high quality green and blue space has been evidenced particularly during the Covid-19 pandemic as people seek to use open space more actively. There is an opportunity to provide a network of new open space around Alexandra Dock, creating new places for residents and visitors to enjoy.

The open space framework aims to preserve and enhance the existing open spaces and introduce new open spaces by enhancing access to the water. The character of the different open spaces will vary depending on their location. For example, Riverhead Square has the potential to be a major new open space for the town centre that celebrates the relationship between the town centre and the water.

The masterplan recognises the need to improve the pedestrian experience along the River Freshney and Frederick Ward Way. Improving permeability alongside and through the shopping centre will help to activate the river edge, creating an improved relationship with the water.

The masterplan places significant emphasis on the integration of the waterfront with the town centre, by including a series of wider pedestrian and cycle 'loops', that help connect different parts of the town centre and open up access to the waterfront and beyond.

ENGAGEMENT RESPONSE

Green open space was one of the top four priorities from the respondents in the consultation. Respondents noted that public realm improvements and incorporating the natural environment should be priorities.

- *'Open up a community garden, we need more green spaces in this town. Greenery improves mental health and is great for ecosystems'*
- *'A space to enjoy the water and the heritage as you gaze around'*

OPEN SPACE KEY PRINCIPLES

- Enhancing existing public spaces in the town centre such as St James Square and the Riverhead.
- Creating new public spaces that open up access to the waterfront.
- Strengthening connections to neighbourhoods around the town centre through enhancements in public realm.

3.3.1 IMPROVING PUBLIC REALM

There are a number of opportunities to enhance existing public spaces and create new spaces for people to enjoy in the town centre. This includes P improvements to St James Square and connections through Freshney Place towards the River Freshney. PP This will complement proposals for introducing new leisure and entertainment uses in Freshney Place, and the enhancement of St James Square which is currently underway.

Riverhead Square offers a major opportunity to create a new public space in the town centre, that incorporates the Riverhead and provides linkages into the Alexandra Dock area. Riverhead Square could provide a number of functions that support growth in the town centre including a space for cultural events.

The role and function of these public spaces will vary based on the following principles:

- High quality design of public spaces, engaging the public and local businesses in the design process;
- Creation of a mixture of hard and soft landscaping for people to enjoy, with new seating areas;
- Activation of spaces through events and cultural programmes; and
- Support for meanwhile uses and introduction of small businesses such as “pop ups” which help animate spaces and create opportunities for new enterprise.

Key Components

PUBLIC SPACES AND SQUARES

Enhancement of existing public space such as St James Square and Riverhead Square and the creation of new public spaces along the waterfront will drive activity and footfall in the town centre and make it a more enjoyable place to spend time.

STREETS

Grimsby has recently made a significant investment in improving some of the key streets across the town centre. Building on this investment, further public realm improvements would help to address any gaps that may still exist in the town. Bringing elements of nature and biodiversity into these spaces would help to support a connected green corridor throughout the town centre.

SUPPORTING PROGRAMME

Opportunities for events, community participation and introduction of flexible meanwhile uses, to encourage greater activity and footfall across the day/evening and week/weekend. Ensuring the voluntary and community sector are fully embedded in the delivery of these programmes will make sure the activities are sustainable, and relevant to local people.

3.3.2 ACCESS TO THE WATERSIDE

There is an opportunity to create major new areas of open space around Alexandra Dock, improving access to the water for local people.

Improving connections for pedestrians and cyclists between Riverhead Square and Garth Lane. This will require investment in the public realm; enhancements to existing crossings and improvements that provide access to the waterfront for people.

Within the Garth Lane area there is the potential to create new public spaces that better connect the Fishing Heritage Centre with the town centre, creating opportunities for introducing arts and culture into these spaces.

The masterplan identifies the potential for a major expansion of walking and cycle routes around Alexandra Dock. This will be delivered in phases as land becomes available but designed to a set of common principles that ensure consistent levels of access for pedestrians and cyclists are delivered. These pedestrian and cycle loops are a quick and safe movement corridor for pedestrians and cyclists through the town centre and the waterfront. They tie together Grimsby's town centre, Riverhead Square and Alexandra Dock through a series of new pedestrian/cycle connections.

ENGAGEMENT RESPONSE

Respondents want to see more areas pedestrianised, improved cycle routes, and better connectivity throughout the town. The encouragement of sustainable travel was also highlighted.

- 'Develop an attractive waterside with footpaths to other areas.'
- 'Green space by the side of the river and a walking trail'.
- 'Movement between shopping areas should be easier... attractive routes should be in place and lined with shops to encourage use particularly for pedestrians.'

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3.4 Land use

One of the primary objectives of the masterplan is to support the introduction of a broader range of land uses in the town centre. This will help create a more mixed-use environment, supporting a range of activities and functions including residential, commercial, leisure, educational and community uses. Leisure uses suitable for the town centre, and which would complement the planned Future High Streets Fund scheme might include an ice rink, bowling alley or theatre.

The masterplan identifies a range of development opportunities that contribute to this diversification of land uses, from the redevelopment of existing buildings within the town centre to reuse of the large retail sites along Alexandra Dock as and when they become available for redevelopment.

The provision of key land uses was identified of activities and functions including residential, facilities, leisure attractions, restaurants and cafes.

While some areas will be more commercially or residentially focussed, through the framework, new development will be encouraged to introduce a new range and mix of uses to the area, in line with the Council's objective to strengthen the vitality and the viability of the town centre.

Given some of the wider changes taking place in the retail sector and society as a result of Covid-19, it is important the masterplan takes a flexible approach to land uses and is capable of responding and adapting to changes in requirements from future investors and occupiers.

ENGAGEMENT RESPONSE

The provision of key land uses was identified as priorities for Grimsby, particularly cultural facilities, leisure attractions, restaurants and cafes.

Respondents highlighted the importance of providing a mix of uses to have a day and a night-time economy.

LAND USE KEY PRINCIPLE

- Diversify the range of land uses in the town P While some areas will be more commercially or centre. residentially focussed, through the framework, new
- Encourage the introduction of new leisure uses development will be encouraged to introduce a new in the town centre such as an ice rink, bowling range and mix of uses to the area, in line with the alley or theatre. Council's objective to strengthen the vitality and the in the town centre.
- Support the introduction of new residential uses viability of the town centre.
- Adopt adaptive and flexible design principles.
- Identify areas of significant land use change or transition in the town centre and work with partners to support an effective switch to new land uses.

3.5 Heritage

Grimsby's cultural and architectural heritage is a key asset for the town. This includes a range of buildings and infrastructure with close ties to Grimsby's maritime past including Listed Buildings and those of national significance. A primary objective of the masterplan is to strengthen the role of these heritage assets in supporting the revitalisation and regeneration of the town centre. The regeneration and re-use of historic buildings for new uses protects and restores heritage assets. It also creates added socio-economic value for local residents and enhances Grimsby's potential to attract visitors and tourists.

A number of the heritage buildings in the town centre need to be bought back into productive use with a long-term sustainable plan in place for their upkeep and future use. With the right support, this also creates an opportunity to introduce new land uses in the town centre. This could include temporary or meanwhile uses that generate activity, provide opportunities for the local community to re-connect with these buildings and help create a market for more sustainable long term uses.

The physical environment around existing heritage assets needs to be improved. This includes enhancements to the public realm, lighting proposals and improved access for local people and visitors. There is also a need for more interpretation, cultural activities and events to celebrate heritage in Grimsby, involving local people.

ENGAGEMENT RESPONSE

Heritage was identified as a key priority for Grimsby by respondents, particularly around reusing existing heritage assets, providing heritage trails, and celebrating the towns history.

- 'I want to see the town owning our heritage'
- 'As well as celebrating the heritage I also think we should celebrate the people of the town - past and present and create a sense of community.'
- 'I want to see historical information hotspots such as plaques, and foot stones to narrate our past.'
- 'Street art and culture, celebration of heritage'

HERITAGE KEY PRINCIPLES

- Establish long term sustainable uses for heritage assets.
- Improve the setting of heritage assets through public realm and lighting.
- Provide more interpretation.
- Develop a complementary programme of cultural activities and events to raise awareness and engage local people.
- To consider flexible temporary and meanwhile uses in/around heritage assets.

4. Strategic Illustrative Projects

4.1 Masterplan Character Areas

This masterplan focuses on the entire town centre, from Alexandra Dock in the north, to Wellowgate in the south, and from Cartergate in the west, to King Edward Street in the east.

As this area is so large, it has been broken down into three key areas: Riverhead and Garth Lane, St James and Freshney, and Alexandra Dockside.

These areas each have their own individual character and priorities and opportunities for future development. However, they also work well in combination, delivering the positive change needed across the town centre as a whole.

The masterplan does not directly cover the Kasbah area, or the Freeman Street opportunity site, but has had full regard to the emerging plans for these areas. Alignment with current and future complementary projects in these areas have been outlined in this masterplan to ensure that plans for the whole of Grimsby are fully integrated.

4.2 C1 Riverhead and Garth Lane

The Riverhead is where Grimsby town centre comes together with the water. The area has a mixture of uses including retail, offices, restaurants and bus stops and contains the largest public space in the town centre, Riverhead Square.

This area also includes Garth Lane, a significant opportunity site on the edge of the current town centre; the Fishing Heritage Centre, one of Grimsby's key heritage assets with a direct relation to the water, and the Central Library, a building with architectural value and well located in the heart of the town centre.

Key messages from consultation

Respondents support the ideas for Riverhead Square, particularly 'A place for people to meet and spend time' and 'Introduce new uses to create activity'.

Respondents support the ideas for Garth Lane, particularly 'Strengthen existing heritage and cultural assets' and 'Activate the water space'

C1.1 Riverhead Square

The square provides a mixture of uses including retail, offices, restaurants and bus infrastructure and is one of the largest public spaces in the town centre. The square is the key pivot point in the town centre, where Grimsby meets the water at the “Riverhead”. There is an opportunity to create a major new public and civic space that residents of Grimsby can be proud of.

The priority for Riverhead Square is to create a new welcoming public space that people can use for a variety of uses. This includes the introduction of areas for seating, events and the introduction of meanwhile uses such as food. The new Riverhead Square will also be a multi-modal transport hub, making the most of its pivotal location, offering bus facilities and cycle infrastructure.

A key priority for this square is to celebrate its relationship with the water, improving access to the Riverhead and introducing a stronger link between the town centre and Alexandra Dock. This will help re-connect Grimsby with the water and be the gateway to a new waterside district extending along the length of Alexandra Dock.

KEY DRIVERS

- The existing square is of poor quality, with limited access to the water and a place that people “pass through”.
- The opportunity to create a major new public space in the town centre, a space to relax and enjoy.
- A new square that reunites Grimsby with the waterfront, creating new linkages with Alexandra Dock.
- Enhanced connections and linkages into Freshney Place and Victoria Street.
- An opportunity to host events, cultural and leisure activities.
- The need to improve facilities for bus users and cyclists.

POTENTIAL OUTCOMES

- Additional footfall in Grimsby town centre.
- A catalyst for the introduction of new land uses and activities in Grimsby town centre.
- A more inclusive environment that is enjoyed by a range of community groups of all ages.
- A new focal point for specific town-wide events and activities.
- A square that provides improved facilities for pedestrians, cyclists and bus users.
- High-quality public realm and events to attract and retain talent and contributes to positive image of Grimsby for potential investors’.

C1.2 Garth Lane

Garth Lane is a key opportunity site in Grimsby in Council ownership, and it is currently vacant. Whilst there is a significant amount of investment required to bring the site back into use, this is a major opportunity for the town centre and one of the most important catalytic sites for the future redevelopment of the Alexandra Dock area. There are important relationships with the adjoining West Haven Maltings redevelopment plans into the OnSide Youth Zone and with the redevelopment of Riverhead Square to the south. The size of the site and its pivotal location offers the opportunity for a mixture of land uses including residential, leisure, education or commercial space. Potential leisure uses might include a new ice rink, bowling alley or theatre.

The development of this site would further support some of the key projects currently underway, including the refurbishment of the West Haven Maltings buildings into the OnSide Youth Zone; pedestrian crossing improvements on Frederick Ward Way; the creation of a new footbridge over the River Freshney and enhancements to the public spaces around the waterfront.

KEY DRIVERS

- The site has already seen significant investment to kick-start its redevelopment - including single ownership in council control.
- The redevelopment of this site is essential to the regeneration of the whole Alexandra Dock area, as the main gateway site between the dock and the town centre.
- Whilst Frederick Ward Way separates the site from Riverhead Square, it is important to consider the two sites in combination.
- It is expected that significant investment support will be required to bring this site back into use.

POTENTIAL OUTCOMES

- The introduction of a mixture of new land uses into the town centre, including leisure, residential and commercial uses to help rebalance the retail dominance of the town centre.
- Creation of a significant and catalytic new residential district, providing new housing units at scale in the town centre.
- Enhanced access to the water and new public realm.
- Support for existing facilities such as the Fishing Heritage Centre, promoting heritage assets located along the waterfront.

C1.3 Fishing Heritage Centre

The Fishing Heritage Centre celebrates the heritage of Grimsby in a unique way; however, it has poor pedestrian links to the town centre and currently turns its back on the waterfront. There is an opportunity to consider a new physical arrangement for the centre within the emerging framework creating a new entrance plaza to the north, activating the frontages along the waterfront and providing an additional south facing plaza where outdoor exhibition space could take place, in addition to heritage leisure offer overlooking the water. This could form part of a wider public realm improvements for Garth Lane.

KEY DRIVERS

- The Fishing Heritage Centre is difficult to access from the town centre and as a result receives less visitors.
- The relationship between the building and
- The water could be improved – including an opportunity for improving the setting of heritage assets on the water.
- There is limited potential for waterfront activation at the moment.

POTENTIAL OUTCOMES

- Increase in the number of people visiting the centre.
- Enhance the setting of heritage assets including historic vessels.
- Contribute towards enhanced public realm including the activation of new public space adjacent to the Fishing Heritage Centre.
- Create opportunities to expand the reach of the Fishing Heritage Centre, including hosting of events, activation of public spaces including the water.

C1.4 Central Library

Grimsby's Central Library is a substantial civic building in the heart of the town centre. Its iconic architecture incorporates artwork by local artists and, although it is not listed, it is featured on the Local List of Historic Assets of Special Interest. Located just to the south of Riverhead Square, any future use of this building should make a significant contribution to supporting growth and diversification of the town centre.

The masterplan has identified the need for continued investment in skills and training in Grimsby including digital skills and expertise in emerging business sectors such as low carbon energy. There is also a need to support greater innovation and collaboration between the public and private sector in Grimsby and foster more of an enterprise culture.

There is an opportunity to create a new skills, training and enterprise hub in the town centre, that also includes flexible space for businesses and different organisations to come together. Having this facility in the town centre would mean it is easy to access whilst contributing to increased activity and footfall in the town centre. There is flexibility to retain the existing library facility or relocate this elsewhere

KEY DRIVERS

- An opportunity to create a single town centre hub focused on skills, training and enterprise for local residents, complementing existing skills and training facilities in Grimsby.
- A flexible space where different organisations can collaborate.
- A need to support innovation and a climate where new enterprise can flourish.
- An opportunity to develop stronger digital capabilities with partners in Grimsby.

POTENTIAL OUTCOMES

- Major contribution to enhancing skills in Grimsby.
- Highly visible and accessible to local people –increasing outreach and access to a wide range of communities.
- A flexible space – accommodating a range of training and skills partners.
- New space for innovation.

4.3 C2 St James and Freshney

The Minster, St James House, St James Square, Cartergate, the train station and Freshney Place form the traditional heart of the town centre. There is a need to diversify the range of land uses in this part of the town centre including the introduction of leisure uses; additional commercial space and residential. The enhancement of St James Square is currently underway. This creates a catalyst for the redevelopment of St James House, bringing an important building back into use. The successful Cartergate office development has highlighted the potential for new town centre commercial development with the potential for additional commercial space to be added. Introducing non retail uses into Freshney Place and increasing permeability through the shopping centre, will help drive footfall and activity.

Key messages from consultation

Respondents support the ideas for St James, particularly 'Highlighting Grimsby's history' and 'Improvements to St James Square'.

C2.1 St James House

St James House is a vacant building in the town centre, in a prominent position overlooking St James Square and the Minster. It has been empty for a number of years and is owned by the Diocese of Lincoln. Bringing this building back into use will help drive activity and footfall in the area, complementing the major investment that is being made in the restoration of the square. The building could accommodate a variety of uses including commercial, residential or a major community/civic function. The ground floor of the building is currently an open space and there is an opportunity to use this space differently, potentially creating new space for leisure or visitor related uses. The top floors of St James House could bring new uses that support the whole community.

The redevelopment of this building would also be a catalyst for the next stage of development of the Cartergate sites.

KEY DRIVERS

- Strategic location by the Minster.
- Underutilised building at a key central location.
- Lack of active frontages towards St James Square.
- Current status lacks security and legibility.

POTENTIAL OUTCOMES

- Potential to accommodate a number of possible uses including residential, cultural, office or civic uses.
- Bringing the building back into use will complement and support current investment in St James Square.
- Introducing new active ground floor uses will drive footfall and activity and help create a more welcoming and safe public space.

C2.2 Cartergate

The Cartergate area has been successful in introducing new commercial uses in the town centre. The first phase of this has been delivered which has created 33,000 sq. ft of commercial office space and 300 jobs in the heart of the town centre. This has helped support other town centre uses such as retail and contributes positively to the life and vitality of the town centre. This new development has also introduced new connections into the town centre for pedestrians and cyclists.

Further development along Cartergate would help deliver additional uses in the town centre including additional commercial space alongside other uses such as residential. This could be undertaken whilst protecting the required amount of town centre parking, through reconfigured plots and decked parking. As part of this future redevelopment there is also an opportunity to further enhance public realm and connections for pedestrians and cyclists into the town centre at multiple points, building on work recently undertaken. These plots could be developed over time retaining car parking capacity while offering additional uses in the area.

FURTHER DEVELOPMENT

- Significant development opportunity for a mixture of uses including additional town centre commercial space.
- Builds on success of existing commercial building.
- Supports diversification of town centre uses.
- Improve public realm and connections to River Freshney.

POTENTIAL OUTCOMES

- Increase in new floorspace in the town centre, including employment space.
- Delivery of other town centre uses – including potential for residential and hotel uses.
- Ability to phase development to maintain required level of parking in the area.
- New connections for pedestrians and cyclists into the town centre and River Freshney.

C2.3 Station Gateway South

The area to the south of the station contains a mixture of residential, business, independent retail and leisure/hotel uses. It also includes a significant amount of surface car parking. It is on the fringe of the town centre and has a different character to the town centre, with a mixture of older buildings and views of the Minster. The station does not have an entrance to the south and access to the station (and the town centre) is via two existing at-grade level crossings.

The masterplan has identified this area as a potential development location for a mixture of uses including residential and smaller commercial space, reflecting the unique character of the area. There is a significant amount of vacant land that could be redeveloped, retaining car parking where required and delivering a major improvement in the public realm. This could include potential for a second station entrance to the south and enhancements to existing rail crossings.

KEY DRIVERS

- Underutilised land on the edge of the town centre.
- Attractive neighbourhood with older buildings and views of the Minster.
- Proximity to the station.
- Flexibility to accommodate a mixture of uses and make a positive contribution to place making in the town centre.

POTENTIAL OUTCOMES

- Delivery of a range of new land uses in the town centre including town centre residential.
- Improved access to the station.
- Major improvements in public realm.
- Enhanced crossings of the railway for pedestrians and cyclists.

C2.4 Freshney Place

Freshney Place occupies an important location in the town centre providing a significant amount of the town centre retail space in Grimsby and associated facilities such as town centre car parking. It also has an impact on how the town centre functions from a movement perspective through the relationship it has with surrounding streets.

Designed as purely a retail destination, it remains critically important as a retail centre but has to adapt, reflecting changes in the retail sector. This means the introduction of a broader range of land uses including leisure, commercial, civic, residential and educational uses whilst enhancing and protecting a core retail component. A first phase of changes is already planned with major modifications to the south west corner of Freshney Place to incorporate new leisure and restaurant uses and a reconfigured and enhanced market hall. Further leisure uses might include a new ice rink, bowling alley or theatre.

In addition to this, there is a need to improve permeability through Freshney Place to provide connections towards the River Freshney and Alexandra Dock area.

KEY DRIVERS

- Diversify mix of uses to include non retail uses.
- Protect and enhance the core retail proposition.
- Improve permeability towards the river.
- Limited ground floor activation along Frederick Ward Way.
- Low performing / vacant units.

POTENTIAL OUTCOMES

- Improved connectivity into the town centre from the north, via Freshney Place by making Freshney Place more permeable.
- Introduction of new uses such as offices, leisure, healthcare, residential or hotel to diversify the town centre offer and create synergies with existing retail.
- Increase in activity across the day/evening.

Levels of change

1 – Quick Wins

- Re-purposing of underperforming units.
- Introduction of non-retail uses.
- Enhance entrances onto Frederick Ward Way – aligned with public realm improvements.
- Activation of Frederick Ward Way frontage
- Complementary events supporting the Future High Streets Fund proposals for leisure and food related uses.

2 – Quick Wins

- Introduction of major new land use in Freshney Place.
- Consolidation of retail into a core east-west routes.
- Enhanced entrances and linkages to Riverhead Square.

3 – Quick Wins – Longer Term Changes

- Major new connection to the north, aligned with Alexandra Road and connected to public realm improvements along the River Freshney.

- Reconfiguration of internal malls to create a new direct and permeable connection through to St James Square.

Ideas for diversification and change

There are a range of potential land uses that could be introduced into Freshney Place. The current Future High Streets Fund proposal introduces a mix of leisure, entertainment and food uses and there are opportunities to build on this further.

This includes consideration of other leisure and entertainment uses such as an ice rink, bowling alley or theatre; civic uses including health care and new models of commercial/office space. There may also be potential to incorporate residential uses in the longer term.

This is alongside the need to protect and enhance a core retail function – creating higher value retail spaces that complement the other uses that are being introduced through consolidation of retail into more viable and successful spaces, supported by improvements in connectivity and footfall.

4.4 C3 Alexandra Dockside

Alexandra Dock is a significant area to the north of the existing town centre, including the dock itself and a wide range of existing uses and vacant sites on either side of the dock. This includes a significant amount of retail use and associated car parking. The area also includes a number of important heritage assets including the Victoria Mill Silo building, the Corporation Bridge and the Fishing Heritage Centre. Public access to the water is restricted to a number of specific points and use of the water space for leisure and recreational use is limited. At the southern end of the dock is the Garth Lane development site with its links to Riverhead Square. At the northern end is the connection to the Port of Grimsby and the Kasbah area. To the east is the Freeman Street district of the town.

Alexandra Dock presents significant opportunities for Grimsby town centre including the potential to reconnect the water space with the town centre, making it more accessible to people and improving connections to/from and around the water. Many of the retail uses that are clustered around the dock will be subject to change in the future, given the wider changes happening in the retail sector.

This will create opportunities for development coming forward, taking advantage of the waterfront setting. Existing buildings such as the Victoria Mill building have potential to be bought back into use, accommodating a range of possible land uses. The water itself offers enormous opportunity for sports, leisure and recreational use, creating a new space that local residents and visitors can enjoy.

Key messages from consultation

Respondents support the ideas for Alexandra Dockside, particularly 'A place for fun and entertainment' and

'Create new routes for walking and cycling around the area'.

C3.1 Victoria Mill

The Victoria Mill building is a key landmark of Alexandra Dock. It has been identified by NELC and the Greater Grimsby Board as a strategic and catalytic project for the regeneration of Grimsby town centre and Alexandra Dock. North East Lincolnshire acquired the building in early 2017 and there is now an opportunity to transform the building to accommodate a number of potential uses, including, residential, arts and culture or sports and leisure.

The Victoria Mill building is part of a cluster of buildings that have potential to support a range of new uses in the town centre. This includes the old Castle Press print works, where there is a potential to develop a mixed-use waterfront venue.

KEY DRIVERS

- A number of important local landmarks and historic buildings.
- At the heart of the Alexandra Dock area and a potential catalyst for wider regeneration.
- The Victoria Mill Silo building is owned by the Council, who have invested in the building to protect its future use.
- Could be suited to a variety of uses, including temporary or meanwhile uses.

POTENTIAL OUTCOMES

- Create a cluster of new uses on the dockside that generate activity that is connected to Garth Lane through enhanced public realm.
- Potential to incorporate a combination of commercial, leisure and residential uses – including temporary or meanwhile uses, creating new flexible space for business in Grimsby town centre.
- Opportunity to improve access to the waterfront through new public spaces and greater utilisation of the water including potential for new leisure uses and water-based activities.
- Enhance heritage assets by bringing them back into use and improving their setting, including lighting, interpretation and public access.

C3.4 Alexandra Dock and Corporation Bridge

Alexandra Dock is a substantial area of water, connecting the town centre to the south with the docks to the north. Whilst no longer in use for commercial shipping, the water is a huge asset for Grimsby, with significant potential to be enhanced and used in a more intensive way. This could include a combination of sporting and leisure activities, major events such as triathlons, and the introduction of more uses on the river, including heritage vessels associated with the Fishing Heritage Centre.

Spanning Alexandra Dock is the Corporation Bridge, an iconic landmark within Grimsby, constructed in 1925 using electric rolling lift technology. It performs an important transport function as a key crossing of the dock for vehicles and pedestrians and cyclists. Currently under-going restoration works, the bridge is an essential link between the Garth Lane area and the Victoria Mill Quarter, forming an important part of the pedestrian connectivity around the docks which is to be enhanced. The bridge is an important local landmark and a comprehensive lighting strategy for the whole of the Alexandra Dock area will help drive awareness of the docks, encourage footfall and activity and support events and activities taking place.

KEY DRIVERS

- The water space is a significant asset for the town centre and is currently underutilised.
- It has the potential for a range of leisure and recreational activities, bringing more activity and life to this part of the town centre – including temporary events and festivals.
- Heritage assets like the Corporation Bridge form an important part of this area and could be enhanced.
- Improving access to and around the water would create new public spaces for local residents.
- Improving use of the water space and the heritage assets that surround the water will help support the redevelopment of vacant sites.

POTENTIAL OUTCOMES

- Greater use and activation of the water.
- Improved pedestrian and cycle connections around Alexandra Dock, generating activity and improving access for local people and visitors.
- Enhanced setting of heritage assets through an area wide lighting strategy.
- Positive change in the perception of the Alexandra Dock area, helping to improve the viability of vacant sites.

C3.3 Alexandra Dock/ Freeman St. Connectivity

Freeman Street is an important area adjacent to the town centre that is currently home to a mix of commercial and retail uses and subject to major redevelopment plans. Linkages between Freeman Street and the Alexandra Dock area for pedestrians and cyclists are currently poor and whilst close in distance, existing routes are difficult to access and poor in quality.

Improving connections between these two important districts will help ensure the regeneration of Grimsby is taking place in an integrated way and the benefits of change in one area, such as the Victoria Mill Quarter, benefit other parts of Grimsby such as Freeman Street. It is also important that as access around Alexandra Dock for people is improved and it becomes a more important destination for leisure and recreational use, that people living in the Freeman Street area can easily access these new opportunities. To complement this, plans for the ongoing regeneration of the Freeman Street area should have regard to improved connections with the Alexandra Dock. This requires enhancements to east-west connectivity between the Corporation Bridge and Freeman Street.

KEY DRIVERS

- Access between Alexandra Dock and Freeman Street areas for pedestrians and cyclists is poor.
- Both areas are subject to considerable change and improving connectivity between them, will ensure the benefits of regeneration in both areas are maximised for the whole of Grimsby.
- As the area becomes an important area of open space and leisure/recreational use for residents of Grimsby, better connections to communities in the Freeman Street area will be important so they can benefit from these opportunities.

POTENTIAL OUTCOMES

- Improved access for pedestrians and cyclists.
- Reduced journey times, and safer and more attractive routes, helping to support an increase in active travel.
- Increased catchment for the Alexandra Dock area, helping to support the reactivation of the water space and introduction of new uses.
- Support for longer term redevelopment of sites between Alexandra Dock and Freeman Street.

C3.5 Alexandra Dock Opportunity Sites

There is considerable land adjacent to Alexandra Dock between Frederick Ward Way and the Westgate Bridge to the north. A significant proportion of this is currently occupied by “big box” retail units with surface car parks, however the way space is currently uses restricts access to the waterfront.

Over time, as the priorities in this masterplan are implemented, the redevelopment potential of the area will improve. Alongside this, changes in the retail sector could see some of the existing retail uses releasing space over time. This creates an opportunity for the redevelopment of the whole Alexandra Dock area.

The masterplan has identified the potential for the Alexandra Dock area to be a major residential district in the longer term, taking advantage of access to the water space and much improved public realm. This would be complemented by a mix of other uses including leisure uses associated with the water and commercial space. This transition will take place over time, and the masterplan supports this by setting out a long-term vision for the area. Alexandra Dock area to be a major residential district in the longer term, taking advantage of access to the water space and much improved public realm.

KEY DRIVERS

- A long-term strategic opportunity for Grimsby to create a waterfront residential area.
- Existing uses around the dock are not generating long term value for Grimsby.
- Poor town centre residential offer.
- Opportunity to improve public access around the dock and increase use of the water.

POTENTIAL OUTCOMES

- A large, new, waterfront residential area created for Grimsby.
- Introduction of complementary land uses including leisure and commercial uses.
- A new public space for residents and visitors to Grimsby.
- A successful transition away from “big box” retail into other uses.
- Creating a viable market for private sector residential development along the waterfront.
- Creating opportunities for creative industries and other micro and small business enterprises to flourish, with a focus on re-purposing the Victoria Mill Quarter.

SAFEGUARDING THE OPPORTUNITY

The redevelopment of Alexandra Dock will take place over a long period of time as sites become available for redevelopment. Early investment in the public realm, improving access and reactivating the water and heritage assets will make the dockside area a more attractive place to visit. The redevelopment of the Victoria Mill Quarter will introduce new uses into the area and bring back into use important heritage assets. Garth lane will integrate the dockside with the town centre, helping to drive footfall and visitors to the area. These changes will help improve the long-term viability of redevelopment in the area. There is an opportunity for the Council to safeguard future development opportunities through land acquisition as sites become available. An important next step to help shape the future redevelopment of the area will establishing clear and consistent principles around public realm, dockside access, and sustainable design.

4.5 Supporting Projects

A number of potential projects have been identified which would result in the successful delivery of the masterplan, but which are town-wide rather than sites specific. These 'Supporting Projects' are outlined on the following pages. The role of these projects is to link areas of the town centre together, make it easier to navigate through the centre of Grimsby, and to activate spaces in the town.

DRAFT

S1 Pedestrian and Cycle Connectivity

Grimsby town centre covers a large area, including those well-established parts of the town centre such as Freshney Place and Victoria Street and new areas of opportunity and change such as Garth Lane, Victoria Mill Quarter and Alexandra Dock. To ensure that the town centre continues to function as a whole, it is essential that new developments are knitted together to allow people to easily move around the town on foot and also by bicycle. A particular priority is to connect the traditional town centre south of Fredrick Ward Way with the new dockside area and make it easier for people to access the waterfront. Three priority routes have been identified in the masterplan:

- St James to Riverhead Square;
- St James to Garth Lane; and
- Riverhead Square to Victoria Mill Quarter.

The type of enhancements needed varies for each of these routes and include a combination of signage; lighting; information and interpretation; physical changes to road crossings; creation of new walkways and cycleways. Some of these improvements will need to be phased over time as land becomes available. Without this connectivity helping to drive activity and support the introduction of new uses, the full benefits of the projects presented in this masterplan will not be realised.

KEY DRIVERS

- The town centre is currently in two parts – the traditional town centre to the south of Frederick Ward Way; and the areas of opportunity and change around Garth Lane and Alexandra Dock.
- There is a need to better connect these areas for pedestrians and cyclists, to help drive footfall and activity and improve access to the waterfront areas for residents and visitors.

POTENTIAL OUTCOMES

- The creation of a new integrated network of pedestrian and cycle routes for the town.
- Boosting access to active travel in Grimsby, supporting health and wellbeing.
- Greater perceptions of safety for pedestrians and cyclists across the town centre from improved lighting and wayfinding.
- Driving footfall and creating activity across the whole of the town centre, helping to support the introduction of new land uses.
- Creating new areas of public realm that complete the dockside walkway from Riverhead Square to the Victoria Mill Quarter.

S2 Heritage Links

Celebrating a town's identity is an important part of an overall strategy for regeneration and change. Grimsby has a unique collection of heritage assets associated with its rich maritime past.

Importantly, the people of Grimsby have a huge amount of pride related to their town and its past which they are keen to keep hold of. Historic assets – which include a collection of buildings, bridges, public spaces and other infrastructure help give Grimsby a unique identity. Harnessing this pride and celebrating these assets will help to activate the town centre and attract new visitors.

Many of the heritage assets in Grimsby are spread out across the town, not always accessible or easy to see or in active use. The masterplan seeks to bring buildings back into use but also make it easy for people to experience this unique heritage. This includes a combination of heritage links across the town and the creation of opportunities in the town centre for people to see some of the unique heritage buildings, including the Minster, Corporation Bridge; the Victoria Mill Silo building and the Dock Tower. This will be supported by good-quality lighting, way-finding and public realm. Gateway points have been identified, where boards will display information about the clusters and how to follow the heritage links towards the key assets.

KEY DRIVERS

- Heritage assets are spread across Grimsby and not always visible from the town centre.
- The unique history and association Grimsby has with its maritime past is not always visible in the town centre.
- The lack of association with its unique past can drive negative perceptions of Grimsby town centre.

POTENTIAL OUTCOMES

- Enhancing access to and visibility of heritage assets will positively contribute to Grimsby's image.
- Fostering local pride in Grimsby's unique past and helping to attract new visitors to the area.
- Strengthening Grimsby's unique identity through its heritage assets will help portray a positive image of the town to new investors.
- The creation of new access routes, lighting and good wayfinding will help reactivate Alexandra Dockside.

S3 Activating Spaces

DELIVERING CHANGE QUICKLY

A town-wide effort to support the introduction of new uses, activate spaces, bring buildings back into use and support small enterprises will help deliver some immediate benefits whilst engaging local people and businesses in the regeneration process. Complementing major investment in physical spaces with smaller initiatives will ensure lasting value is generated from investment taking place.

These type of uses, with the right support in place, can make a significant impact on the vitality of a town centre, helping to drive activity and footfall and restore a sense of pride and positivity. By encouraging the community to come forward with initiatives and ideas, this has the potential to “lock in” a sense of support and commitment to delivery of change in the town centre, which helps ensure the changes are both welcome and sustainable in the longer term.

SUPPORTING COMMUNITY-LED INITIATIVES

This could include the introduction of arts and cultural activities; community activities that involve the re-use of vacant buildings and targeted events. These types of activities help generate activity in the town centre, engaging communities from across the town centre in a very positive way.

SUPPORTING ENTERPRISE

There is an opportunity to create a positive environment for small enterprises to flourish and prosper in the town centre. Supporting new enterprises and helping to scale up existing businesses, will help diversify uses in the town centre; drive activity and footfall and bring vacant buildings back into use.

MEANWHILE USES TO DIVERSIFY TOWN CENTRE USES

Meanwhile uses can play a significant role in activating public spaces and bringing vacant buildings back into use. This can have the double benefit of providing an interim income stream while also enhancing the attractiveness of a place to potential future tenants and residents. This can be the first step in market testing new uses in Grimsby town centre. Businesses may flourish and provide ready-made tenants for landlords who can migrate into permanent space over time.

TOWN CENTRE LIGHTING STRATEGY

Having a town centre wide approach to lighting will help create a more welcoming and attractive town centre and support the development of an evening economy. It would also help deliver a more inclusive and welcoming town centre for the local community. There are a number of unique heritage assets in the town centre that would be enhanced through an integrated approach to lighting.

YOUTH-FOCUSSED ACTIVITIES

Creating a town centre that is welcoming and enjoyable for children, young people and families would ensure that the town centre thrives, driving footfall and in turn reducing anti-social behaviour. Alongside sports, bringing culture, arts and performance spaces to the town would bring further amenity for families.

DIGITAL ENGAGEMENT TO PROMOTE TOWN ACHIEVEMENTS AND RAISE CIVIC PRIDE

Digital infrastructure and access to data can drive engagement in the ongoing regeneration of Grimsby town centre; helping to provide information on events and activities and animate the public realm. For example, providing information regarding events and 'what's happening' in Grimsby as well as a platform to inform people of the changes that are taking place and how they can get involved with training, skills and jobs.

DRAFT

S4 Supporting a Sustainable, Low Carbon Future

EMBEDDING SUSTAINABLE DEVELOPMENT PRINCIPLES AT EVERY OPPORTUNITY

Grimsby is already at the heart of the UK's plans to create a low carbon economy, and is at the forefront of becoming one of the main hubs in the UK for sustainable low carbon energy generation and carbon capture. There is an opportunity to build on this by supporting pilot projects that test new technologies such as hydrogen. The benefits of this include; higher skilled employment opportunities; new industrial sectors which evolve from and translate existing sector experience forward; growth in the supply chain and carbon reduction, improvements in air quality and related health outcomes.

Many of these new developments are taking place outside of the town centre and there is an opportunity to create opportunities for these growth industries to invest in the town centre. This could be in terms of additional commercial space and support for residential development in the town centre, helping to drive activity and footfall.

NELC has declared a climate emergency and is in the process of developing a roadmap to a low carbon future. In addition to the major low carbon energy investments taking place across the town which are significant at a UK scale, there are a significant number of actions that can be taken through implementation of this masterplan. In order to address the climate change emergency, it is imperative that any future development considers the lifecycle carbon impact and environmental sustainability. Some of the largest sectors of carbon emissions in the UK are residential and transportation and both the immediate and long-term impacts should be considered in any new development. This could be in how homes are heated at a town-wide scale or how people move around Grimsby town centre in the future.

At an individual building level, consideration should be given to the use of sustainable material and construction methods and implementing modern, energy efficiency measures. Modern design standards should be used to achieve the lowest energy demand as possible for building operations. The residual energy demand should then be met by low or zero carbon options such as combined heat and power, solar, water or ground-source heat. Future developments should have a consideration for the potential for a hydrogen economy with electric vehicle (EV) charging points for a requirement of all new development.

Where existing buildings are being refurbished, making the building as energy efficient as possible should be the priority with the latest energy saving technologies integrated.

The masterplan supports a transition in how people travel to, from and within the town centre, creating opportunities for an increase in active travel (walking and cycling) and supporting a transition towards zero emission vehicles through a step change in electric vehicle infrastructure. This includes the potential for Grimsby to be the UK's first fully electric bus town

5. Delivering Meaningful Change

Catalytic change does not just happen. Whilst the previous pages have outlined interventions in the built environment, the non-physical interventions described below must be developed alongside the physical ones to enhance inclusivity, promote the achievements of Grimsby and raise aspirations.

A partnership approach to delivery must also be considered to drive forward these plans and ensure enduring change. These should be considered in the implementation of the physical interventions outlined in this masterplan.

COLLABORATION

On-going engagement and collaboration with the voluntary sector, key community groups and stakeholders in the town centre will be required at every step of the delivery of these masterplan projects. Co-design principles should be embraced to ensure that the projects remain relevant and suitable for a changing socio-economic context between now and 2030, and beyond. Where suitable, local groups should be actively engaged to support and encourage an environment of grassroot and community-led interventions and volunteering.

EDUCATION AND SKILLS SUPPORT

Enhancing and strengthening Grimsby's existing education and training sector is an important part of the successful implementation strategy of the masterplan. Encouraging the introduction of new partners, particularly those focused on growth sectors in the digital and energy sectors and creating space for them to collaborate and work together. The masterplan supports the provision of a major new town centre hub for training and skills partners, highly visible and accessible to local people.

EVENTS AND PROGRAMMING

Having created safe, accessible and inviting spaces, such as at St James Square and Riverhead Square, a programme of events and activity should be developed to take place within them. Events might include music or dance performances, seasonal craft markets, outdoor workshops to develop skills, or art exhibitions, supporting the Grimsby Creates programme. Such activities can animate a space, create value, and help stop unwanted behaviours by drawing footfall.

COMMUNITY SERVICES AND CRIME REDUCTION

Continued partnership working with the health, community and local law enforcement agencies will be essential to reducing crime and antisocial behaviour. The interventions outlined in this masterplan would boost civic pride and footfall in the town centre which would have a positive impact in driving down anti-social behaviour. Crime Prevention Through Environmental Design principles will be used to guide all future development in the town centre, with suitable CCTV and security arrangements in place.

ESTABLISHING A LATE AFTERNOON TO EVENING ECONOMY

Consultation with the local community of Grimsby has indicated that there is an appetite for residents to have a later afternoon to evening economy with many citing that they travel to Cleethorpes for evening entertainment. With an unclear market for the night-time economy in Grimsby, use of meanwhile spaces could present businesses with the opportunity to market set their offerings and landlords the opportunity to receive small rental incomes on their properties. The evening economy would not have to be exclusively linked to food and beverage but could extend to skills such as evening classes and skills sharing; the purpose is that space can be used flexibly for a

variety of uses and is accessible. Projects such as the OnSide youth zone will support these efforts to create vibrancy in the town centre in the afternoons and evenings.

MAINTENANCE

A strong maintenance strategy will be needed to ensure that new infrastructure is properly taken care of. Consideration of the long-term maintenance requirements of public realm must be considered and understood as part of the further developments, and financial decisions taken based on whole life-cycle costings. Working with existing town centre management and caretakers, the current strategy for cleaning and repair work could be revised to include new investments before they are delivered.

DRAFT

6. Delivery and Implementation of the Masterplan Framework

This masterplan sets out a clear way forward for the ongoing development of Grimsby town centre over the next 10 years. The projects and initiatives identified in the masterplan will support the diversification of the town centre and the introduction of new land uses and activities, ensuring the town centre remains 'the heart of the town' and a major destination in the region. The local community has shown clear support for the initiatives in the masterplan through the consultation feedback, giving a real sense of confidence that change is welcomed and will be embraced.

The masterplan is not a statutory document but a framework to guide the future development of the town centre. It is important it remains flexible and adaptable and capable of responding to opportunities that may arise or wider changes taking place. It will be subject to a process of ongoing review to allow changes to be made. The masterplan will inform other strategic plans for the area, including the Grimsby Town Investment Plan, the Local Plan review and other town related investment decisions.

Whilst the masterplan has been produced by North East Lincolnshire Council, success will come from continued collaborative working, building on effective, well-founded partnerships with stakeholders and the voluntary and community sector, and by forming new partnerships with investors, co-funders and operators. Ongoing community engagement with the people of Grimsby will also be embedded in the implementation of the masterplan, to preserve the strong sense of pride in the town and ensure people's voices are heard.

The Greater Grimsby Board has a critical role to play, bringing together all of the stakeholders and interests in the town centre and helping to drive positive change in Grimsby town centre through delivery of the masterplan. Implementation will be closely monitored with annual update reports produced for the Greater Grimsby Board.

Delivery of the masterplan will require support from Government and other partners. This includes funding support through various funding programmes including the Future High Streets Fund; the Stronger Towns Fund; National Lottery Heritage Fund, Homes England to name a few. Whilst there is a great deal of private sector investment taking place in the wider Grimsby region, there is a critical role for the private sector to invest in Grimsby town centre. The projects identified in the masterplan will help improve the conditions for the private sector to invest, helping to strengthen the market for investment and addressing some of the challenges that currently exist with the viability of projects.

GRIMSBY Town Centre Masterplan

Statement of Public and Stakeholder Engagement

05.08.2020



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Introduction

This Statement of Public and Stakeholder Engagement provides a report of consultation undertaken in July 2020, as part of the preparation of the Grimsby Town Centre Masterplan Framework and Grimsby Town Deal.

A wide range of engagement activities have been carried out, both directly by North East Lincolnshire Council/ENGIE and the Arup project team on behalf of the Council. Because of social distancing limitations during the Covid-19 pandemic, public and stakeholder engagement has been carried out online via a Virtual Engage consultation platform and Microsoft Teams for focus group sessions. This has been supported by measures to provide access to the consultation for people who were unable to access it online.

This report sets out details on how we have engaged with the public and stakeholders, who we have engaged with, and an analysis of the results from the consultation itself. It also sets out the next steps to be taken, including the key messages emerging from the consultation which will be taken into account in the development of the Town Centre Masterplan.

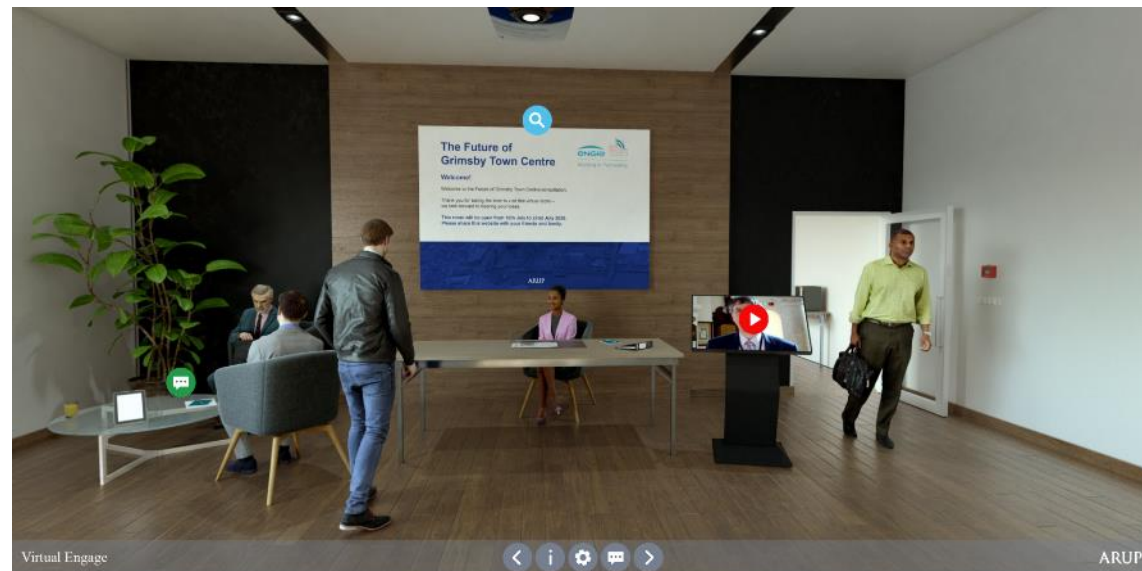
How we engaged

Consultation took place for 12 days, between Wednesday 15 July and Sunday 26 July. We engaged via a number of different methods over this time:

***Virtual Engage*, online public engagement platform**

Information and visuals on the draft masterplan were displayed on boards in a virtual 360 degree 'room', alongside a video introduction to the proposals from Cllr Philip Jackson (Leader of the Council). The virtual room included a feedback form, with ten questions linked to the materials on the display boards. The Virtual Engage room can still be accessed:

<https://virtualengage.arup.com/grimsby-town-centre/>



How we engaged

Offline public engagement

Covid-19 has necessitated changes to the usual way in which public engagement would be carried out, with public events not possible due to social distancing restrictions. Whilst the use of Virtual Engage has allowed engagement to continue, it was important to provide methods of engagement for people who were unable to access the virtual room. Printed copies of the display boards and feedback form were available, with all publicity including a Council phone number by which these could be requested.

Stakeholder focus groups

We held focus groups on 20 and 21 July, with around 30 stakeholders invited to represent a cross-section of community, business and voluntary sector groups as well as advisory organisations. Focus groups were held online via Microsoft Teams, and consisted of a two-hour discussion around the draft masterplan framework, providing opportunities for participants to discuss thoughts amongst themselves and with the project team. Within each session we used software called Polly, a plug-in to Teams, to allow participants to 'vote' on different proposals and form a basis for further exploration.

Other stakeholder engagement

During the development of plans for consultation we engaged with a number of other specific stakeholders, identified by the Council, to understand their ideas for the town. This included:

- Council officers
- Ward councillors
- Identified businesses and investors
- Voluntary and community group representatives
- The Grimsby Town Board
- The town's Commercial Property Group and Development and Growth Board

How we engaged

Advertising and publicity

A range of measures were undertaken to ensure that the consultation reached the widest possible audience, despite the restrictions imposed by Covid-19:

- A press release was written by the council including key information and images from the consultation, sent to all regional media.
- A digital package was paid for by the Council to ensure coverage in the Grimsby Telegraph and its website Grimsby Live (<https://www.grimsbytelegraph.co.uk/news/grimsby-news/huge-changes-planned-grimsby-town-4356435>).
- Posts were made on NELC's main Facebook account (12,000 followers), with the Grimsby Memories Facebook page (24,000 followers) also posting a link.
- BBC Radio Humberside made frequent mentions to the consultation on air, and interviewed the Leader of the Council.
- Posters advertising the consultation were displayed at 11 public venues around the town centre (shops, cafes, and community centres) and 10 businesses in Freshney Place Shopping Centre.
- Council and ENGIE stakeholder lists (around 4,000 contacts) were emailed with a link to the Virtual Engage platform, encouraging participation and response to the feedback form.
- Key businesses and education providers around Grimsby Town Centre were identified by the Council and emailed, asking them to share the link around all their staff, colleagues and students.
- Business support groups in the town were sent the link and asked to email around their members.
- All NELC and ENGIE staff were sent the link and asked to share among family and friends.

Who we have engaged with

Virtual Engage

During the 12 day consultation, **3,444** people visited the Virtual Engage site. Analytics data shows that:

- **57%** of visitors came via links posted on Facebook, **25%** by directly clicking on a link to the page (likely to mostly be via emails to mailing lists), **6%** via the NELC website and **5%** via the Grimsby Telegraph article. The remaining 7% were via a variety of other sources, including search engines.
- **61%** viewed Virtual Engage on a phone, compared to **23%** on a computer and **16%** on a tablet.
- The largest number of page views were on the second day of the consultation – 16 July.

In total, **438** responses to the feedback form were received – based upon information provided by respondents, **94%** were from individuals and **6%** were on behalf of a business or organisation. Further analysis of the demographics and location of respondents is set out on the following pages.

Focus group invitees

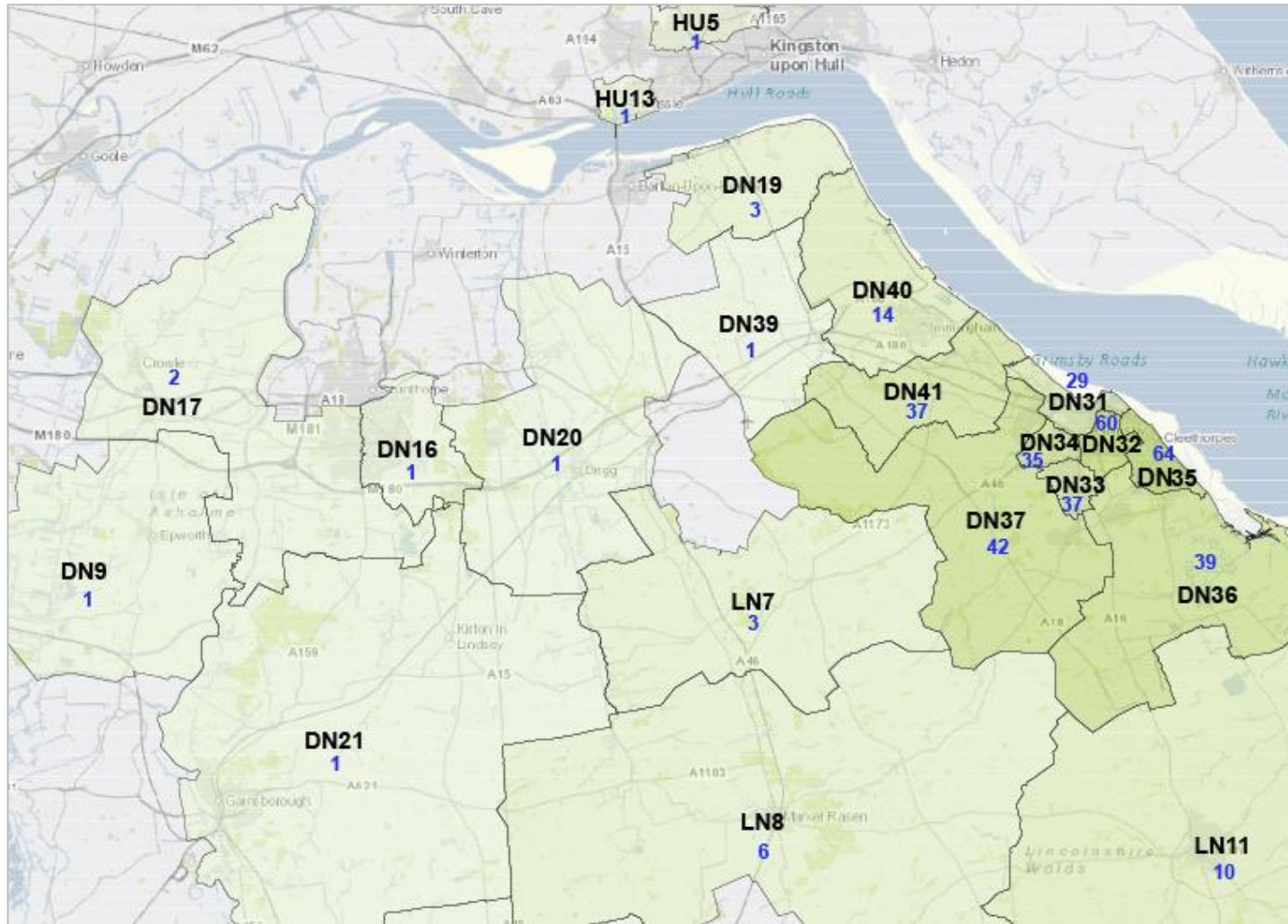
Around 30 stakeholders (see Appendix 1) were invited to join focus groups where perspectives on the proposals could be explored in greater depth. Invitees were selected by the Council to represent a cross-section of community, business and voluntary sector groups as well as advisory organisations. This allowed a diverse range of perspectives and town centre user requirements to be brought together.

My Town

Since 2019 the Government has hosted the ‘My Town’ platform, providing communities in each of the 101 towns eligible for Town Deals with a place to post suggestions. Whilst not included in the analysis in this report, we have considered the almost 100 comments on the Grimsby’s My Town platform (<https://mytown.communities.gov.uk/town/grimsby/>) when preparing the masterplan.

Who we have engaged with

Location of consultation respondents



Based upon postcode data, the majority of respondents to the consultation live within Greater Grimsby itself – with the DN32 (East Marsh and Old Clee) and DN35 (Cleethorpes) postcodes having the highest proportion of respondents.

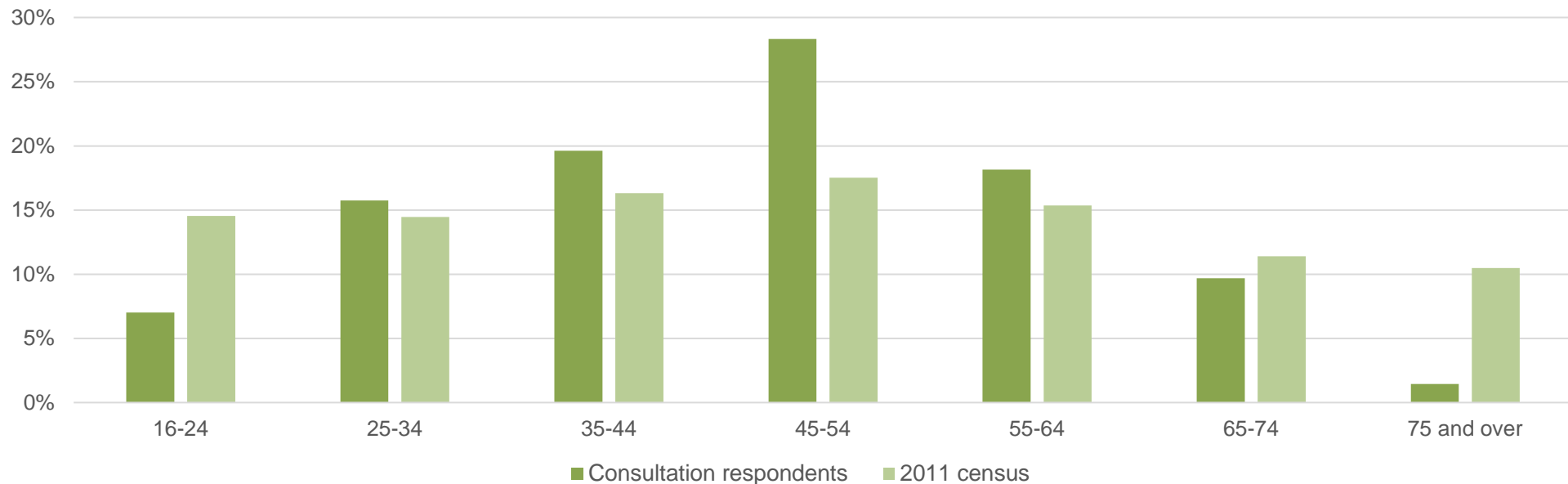
Significant numbers of responses also came from Grimsby's wider catchment area, notably the DN36, DN37 and DN41 postcodes. Smaller but still notable numbers of respondents also came from further afield, such as Market Rasen (LN8) and Louth (LN11).

Who we have engaged with

Demographics of consultation respondents

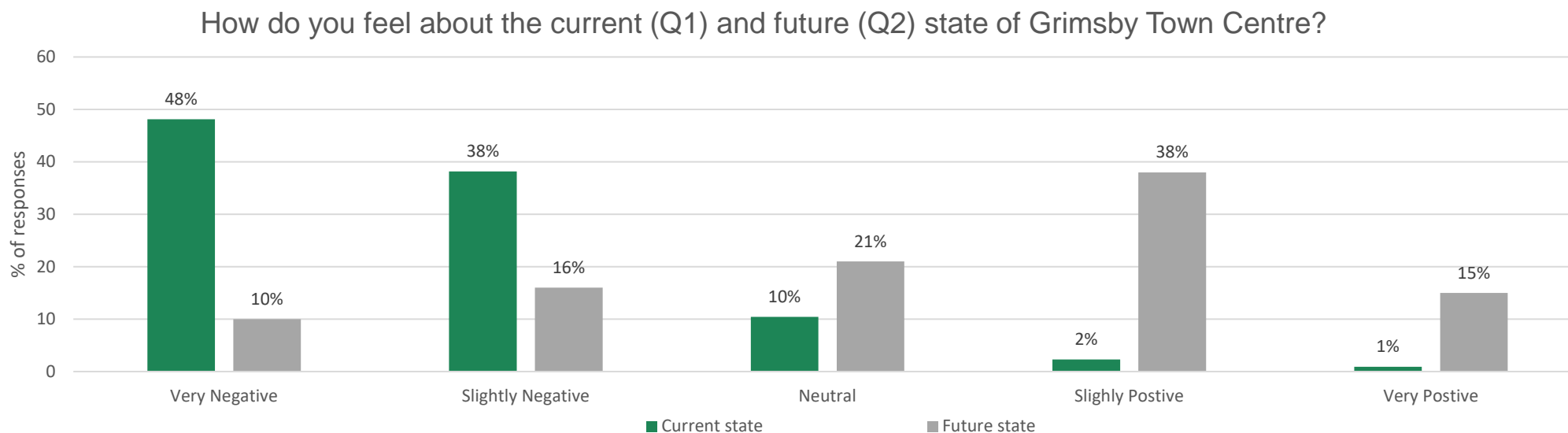
- A higher proportion of females (**57%**) than males (**42%**) responded, with 1% non-binary.
- Of respondents who indicated their ethnicity, White British people were slightly over-represented at **97%**; compared to the **95%** of North East Lincolnshire residents who were White British in the 2011 Census.
- The chart below illustrates that the youngest and oldest age groups were under-represented in responses to the consultation. The 45-54 year old age group were over-represented.

Age groups of consultation respondents compared to 2011 Census population for North East Lincolnshire (Age groups under 16 excluded)



Consultation results

Q1/2: Perceptions of Grimsby Town Centre



Survey respondents were clearly negative about the current state of Grimsby Town Centre. However, respondents remain generally positive and optimistic for the future. By asking the same questions in future town centre engagement exercises, progress on these metrics can be measured.

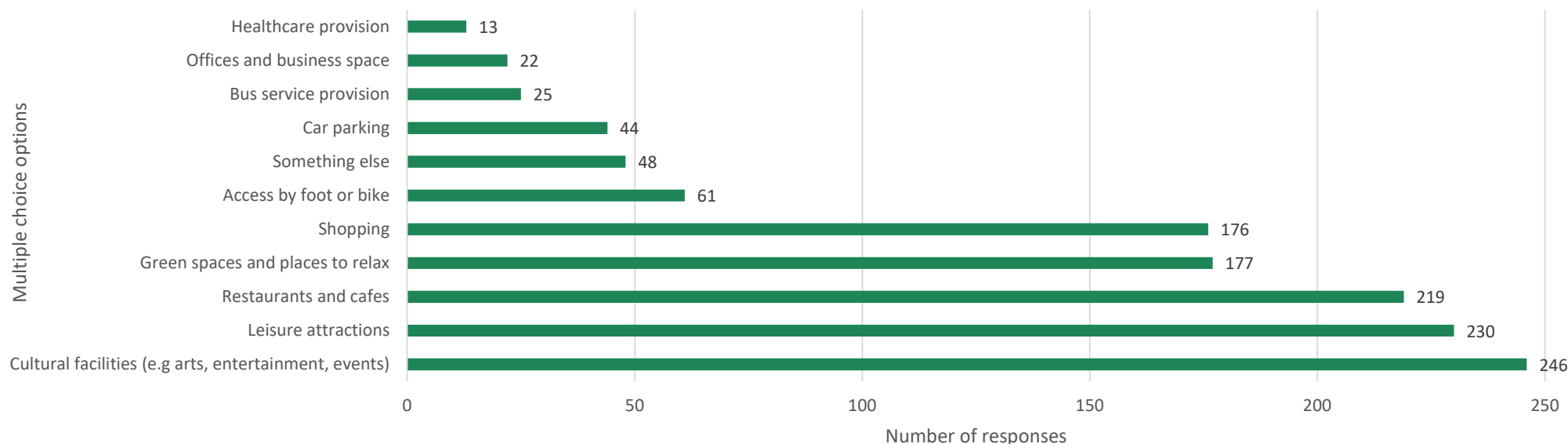
Focus group participants expressed similar views through polling and subsequent discussions. Whilst the current challenges in Grimsby Town Centre (exacerbated by Covid-19) are clear, there was a sense of optimism about the opportunity that ongoing and future investment offers for change.

Key messages

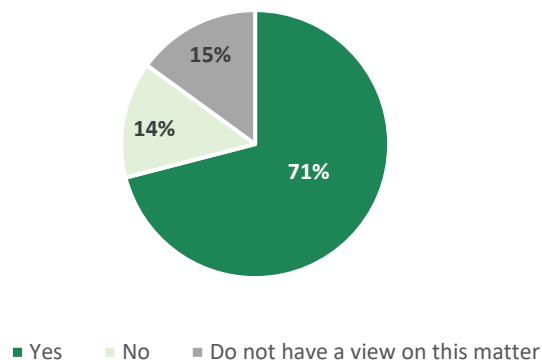
- The Town Centre Masterplan has a clear role to play in addressing negative perceptions.

Q3: Future priorities for Grimsby

Q3a: What three things would you most like to see prioritised in Grimsby Town Centre in the future?



Q3b: Would you support the idea of a new ice rink located within the town centre?



Survey respondents expressed a clear desire to prioritise leisure-oriented activities, cultural facilities and restaurants and cafes. It is notable that shopping – a main ‘traditional’ town centre use – has been prioritised to a lesser extent. Respondents’ prioritisation has also tended to lean towards uses and activities, rather than supporting infrastructure provision.

Respondents have also expressed clear support for the provision of a new ice rink within Grimsby Town Centre.¹²²

Q3: Future priorities for Grimsby

Survey respondents who felt that 'something else' should be prioritised were asked what that would be. Key identified themes included the following:

- Providing a mix of uses to have both a day and night time economy
- Restoring derelict buildings and enhancing heritage assets
- Provision of a public transport hub
- Measures to improve public and community safety
- Measures to improve sustainability, including increased renewable energy provision
- Residential development, particularly affordable / low cost
- Provision of public toilets
- Development of new and improved educational facilities
- Provision of youth space and facilities for the elderly

Focus group participants expressed a similar view that the provision of a mix of uses – particularly focusing on a leisure and cultural offer – will be crucial in driving town centre regeneration – whilst shopping will continue to have its place, it can no longer be the town centre's main role. Discussions focused on the particular need to focus on the 'early evening economy' to help drive leisure and culture within the town centre, giving people reasons to stay after shopping or work.

Key messages

- The Masterplan's proposed development principle to provide of a mix of uses is important, given respondent's prioritisation of leisure, culture and restaurants.
- The principle of a new ice rink within the town centre is supported.
- Public and community safety, and sustainability measures, emerged as the most commonly identified alternative future priorities – these can also be considered in the Masterplan.

Q4: Grimsby Town Centre vision

Survey respondents were asked whether they agree with the vision set out below. Some **86%** of respondents indicated that they do, compared to **14%** who disagree.

“Grimsby Town Centre will be a successful and vibrant town centre that is well used by local people and visitors throughout the day and the evening. It will provide a range of functions and be home to a number of uses including shopping, businesses, homes, cafes and restaurants, and leisure activities. There will be exciting spaces for all ages to learn, explore new things, and develop skills. Grimsby will be known for clean town centre growth and use of low carbon technologies. It will feel safe and welcoming to all and its heritage assets and waterside location will be celebrated and well used.”

Respondents were also asked to contribute any further ideas for the vision. Whilst some of these reflect priorities which are touched on in the vision, they provide a useful indication of people's wants and needs for the future. Key themes are:

- *Safety* – address issues of anti-social behavior in the town, and increase policing.
- *Attractions and culture* – provide seasonal events, provide an ice rink, boost tourism.
- *Transport and movement* – improve bus provision, provide more car parking, pedestrianise streets.
- *Accessibility* – improve access between areas in town centre, improve disabled access/movement.
- *Climate change and sustainability* – town of the future, provide electric vehicle car charging points, green regeneration.
- *Heritage* – provide heritage walks/trails, reuse existing buildings, celebrate the town's history.
- *Waterfront* – make a central part of the vision, maximise leisure opportunities on the waterfront.

Q4: Grimsby Town Centre vision

- *Business and skills* – more opportunities for local independent businesses, attract and retain young professionals, higher educational facilities, local market place for small businesses.
- *Community and youth spaces* – places for youth, creative hub, places for the elderly.
- *Health and wellbeing* – for the community and visitors.
- *Retail/shopping* – provide a diversity of shopping, and independent shops.
- *Maintenance* – focus on cleanliness, and an attractive town centre.
- *Leisure* – introduce watersports, entertainment facilities.
- *Outdoor space and environment* – landscaping, natural environment, public realm.
- *Civic pride* – celebrate the people of the town, ensure community ownership in proposals.

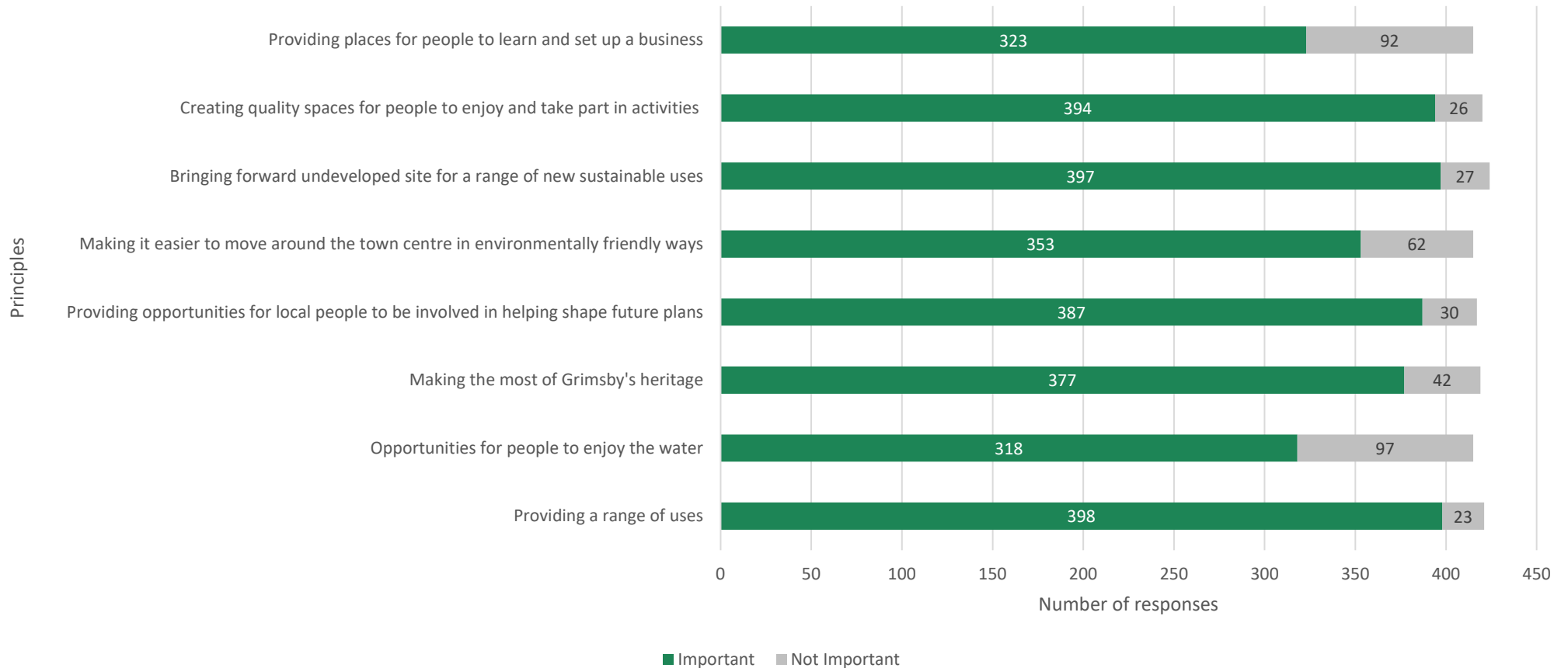
Focus group participants highlighted a need for the vision to focus on why people should choose to visit Grimsby in preference to other towns – it should be a destination, with a clear purpose. The value of building on unique assets and heritage was also emphasised, alongside civic pride.

Key messages

- The vision for Grimsby Town Centre set out within the consultation is broadly supported.
- Grimsby needs to be able to articulate what makes it unique and worth visiting – the vision can be updated to ensure that this is drawn out.
- A number of ideas emerged in response to the vision, with reoccurring themes around safety, heritage and leisure/culture – updates to the vision can consider how these are reflected.

Q5/6 Development principles

Q5: Which of the following principles are important to your for the future development of Grimsby Town Centre?



Q5/6 Development principles

Survey respondents indicated a strong level of support for the proposed development principles.

Respondents were also asked what they like about other town centres. Key ideas tended to reflect responses to Q3 and Q4:

- Provision of a more diverse range of shops, from chains to independents.
- Provision of a clear central hub with transport infrastructure and other amenities.
- Provision of cultural facilities such as public art, seasonal attractions, interesting markets
- A sense of welcome.
- Provision of clean and attractive public realm, and outdoor spaces with a green environment.
- Provision of leisure opportunities on the waterfront.
- A general feeling of safety.

Places such as Lincoln, Liverpool and York were frequently identified for the ways in which they harness their heritage and proximity to water to create attractive environments, and attract visitors.

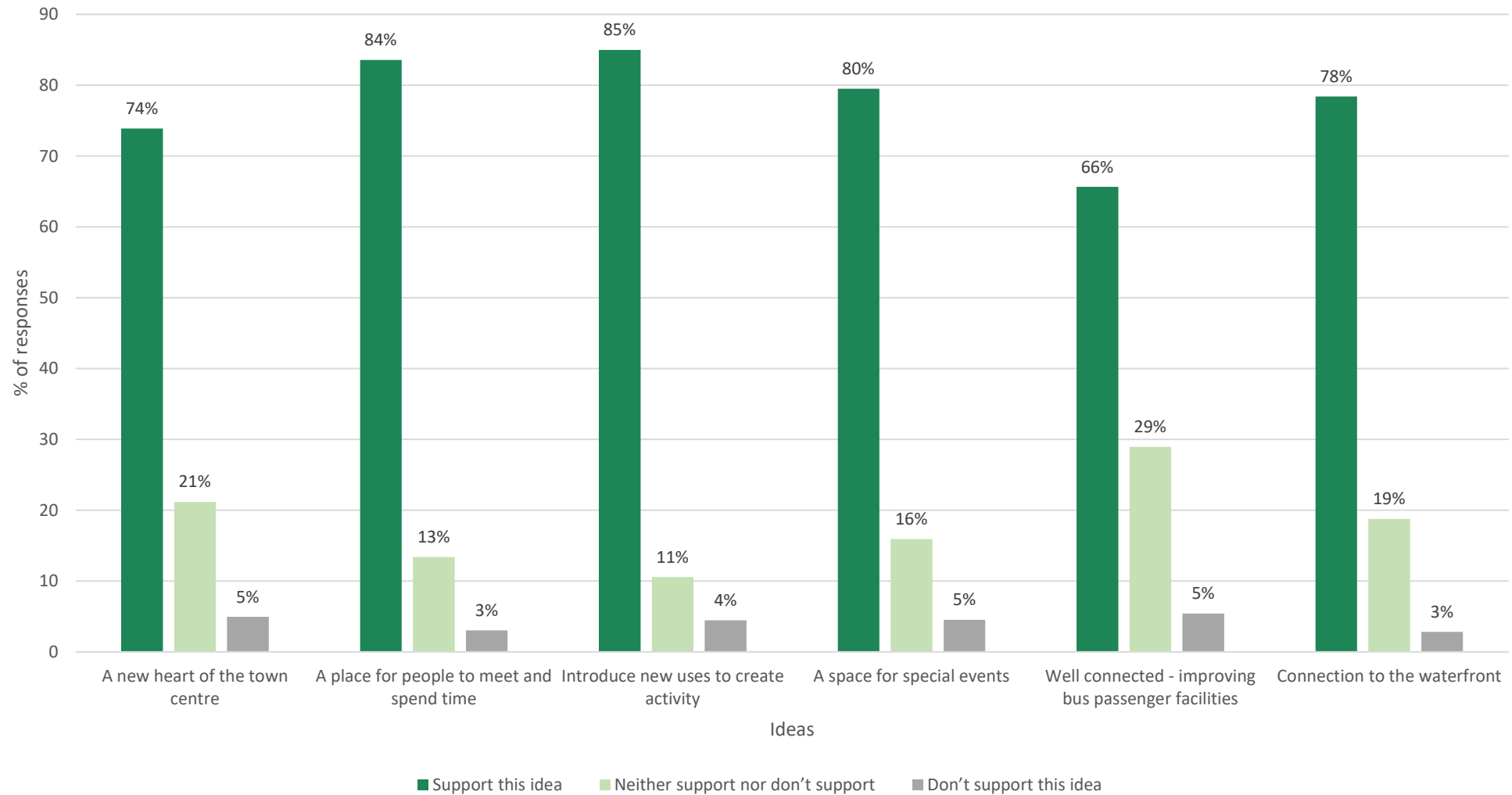
Focus group participants indicated strong support for the development principles, although it was noted that they could apply in many places and the Masterplan therefore needs to implement them in a way that responds to Grimsby's needs and assets. The importance of Grimsby as a sub-regional destination was also highlighted.

Key messages

- All of the eight identified principles are supported.
- Development needs to harness Grimsby's unique character to create the interest needed to attract visitors – particularly its proximity to the water, and its heritage.

Q7: Ideas for the Riverhead

Q7: What ideas do you support for Riverhead?



Q7: Ideas for the Riverhead

Consultation respondents expressed clear support for the ideas presented for the Riverhead. Key additional ideas suggested include:

- *Safety* – focus on an environment safe for families, provision of better lighting, encourage community ownership of the square.
- *A University presence* – provision of a new University campus in this area, to grow ‘student culture’.
- *Local business space* – provision for business and skills growth, small business spaces.
- *Heritage* – preserve the ‘Barge’, better promote the history of the area.
- *Housing* – potential for residential development in this area.
- *Cultural facilities* – provision of gallery space, craft centres.
- *Public realm / outdoor spaces* – provision of outdoor seating, public art.
- *Transport* – restore the bus station to provide a transport hub, park and ride provision, car parking.
- *Nature and climate change* – soft landscaping, climate change adaptation, plant trees, nature walk.

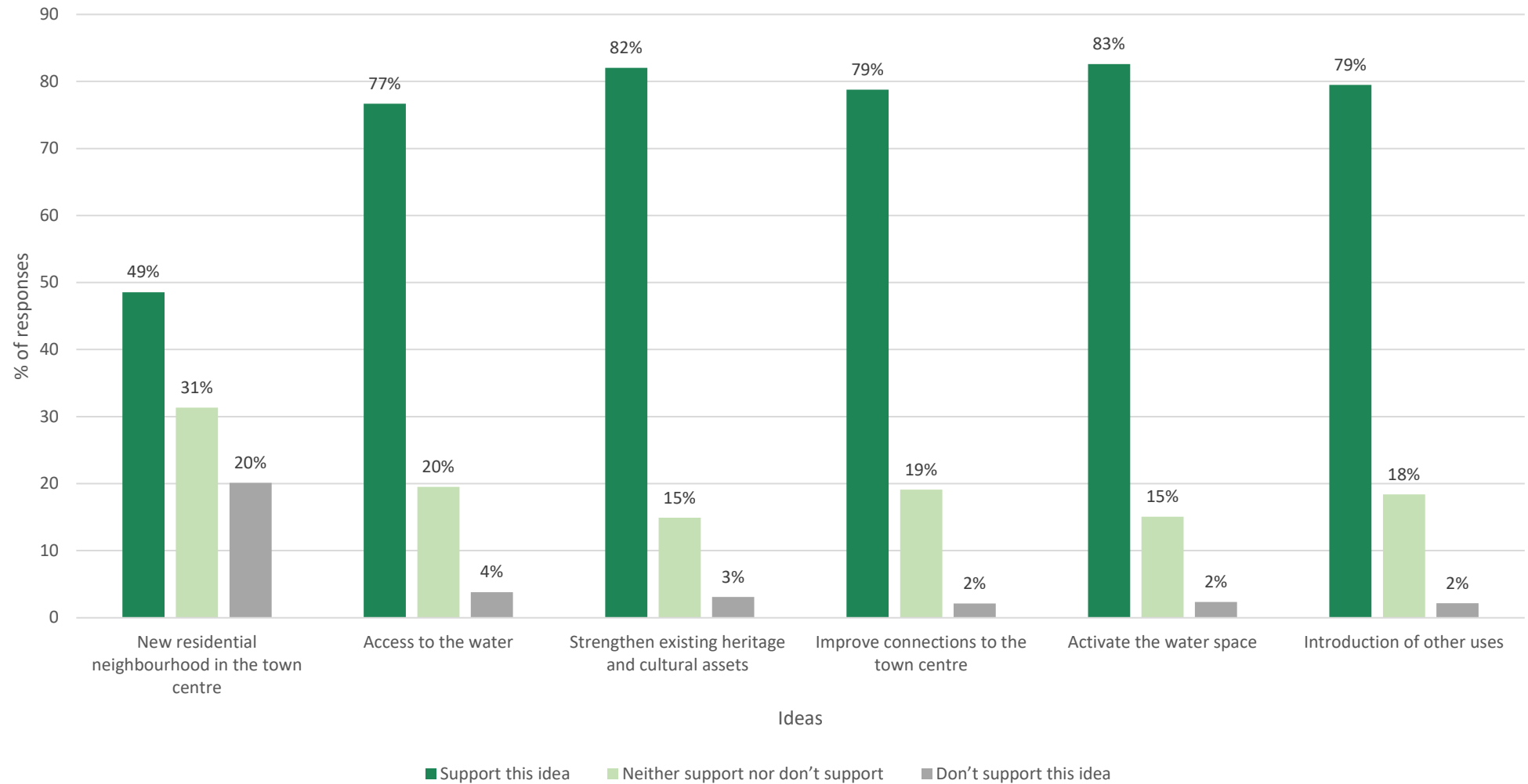
Focus group participants were generally in support of the ideas set out for the Riverhead. Other ideas put forward focussed on community and cultural linkages, and provision of better links across Fredrick Ward Way to break down the barrier it poses to Alexandra Dock.

Key messages

- Respondents support the ideas for the Riverhead, particularly ‘A place for people to meet and spend time’ and ‘Introduce new uses to create activity’.
- The range of additional ideas will be considered in the development of more detailed proposals.

Q8: Ideas for Garth Lane

Q8: What ideas do you support for Garth Lane?



Q8: Ideas for Garth Lane

Consultation respondents expressed general support for the ideas presented for Garth Lane, although the provision of a new residential neighbourhood was not as well supported as other ideas. Key additional ideas suggested include:

- *Safety* – better policing in the area, improved lighting.
- *Transport and connections* – parking provision, better connections to other areas, access for all.
- *Employment opportunities* – opportunities to build skills for local industries, live/work provision.
- *University presence* – opportunity to provide a university campus, other educational facilities.
- *Housing* – mixed views due to potential safety/cohesion issues, housing for young professionals.
- *Cultural facilities* – museum, pop up events.
- *Heritage* – use existing heritage buildings, provide heritage trails and information.
- *Recreational activities* – ice rink in this location, watersport activities, leisure and entertainment.
- *Nature* – provision of trees, green space.

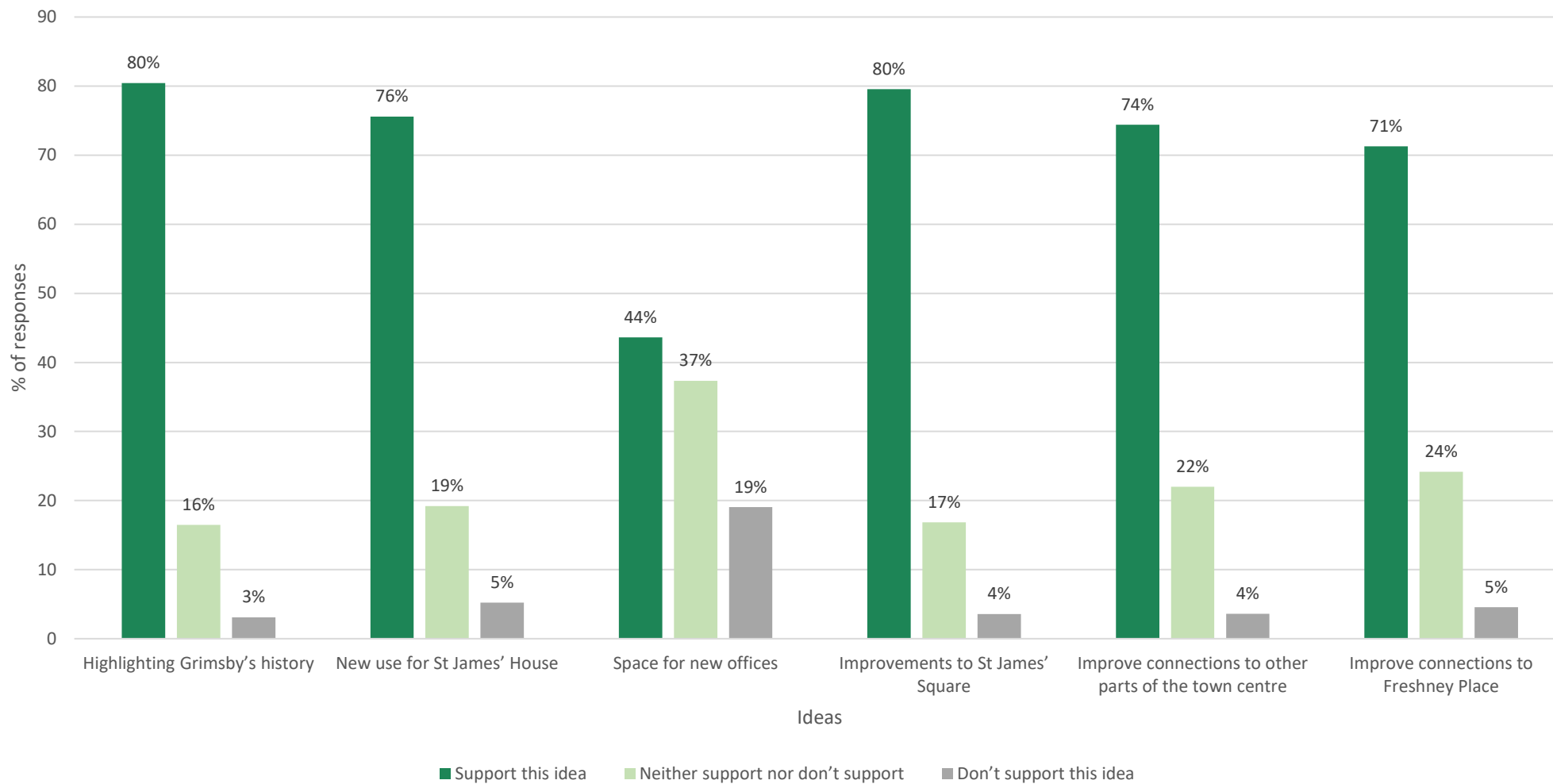
Focus group participants were generally in support of the ideas set out for Garth Lane. Discussions focussed on ensuring the ‘right’ type of residential offer, appropriately linked to existing neighbouring residential areas around Alexandra Road, and the provision of public realm alongside the water.

Key messages

- Respondents support the ideas for Garth Lane, particularly ‘Strengthen existing heritage and cultural assets’ and ‘Activate the water space’
- Whilst views are more mixed on a ‘New residential neighbourhood within the area’, more respondents support this idea than object. Given the benefits of increased footfall and vitality in the area that a residential use in the area would offer, it is recommended that this idea remains.
- The range of additional ideas will be considered in the development of more detailed proposals.

Q9: Ideas for St James

Q9: What ideas do you support for St James'?



Q9: Ideas for St James

Consultation respondents expressed general support for the ideas presented for St James, although the provision of space for new offices was not as well supported as other ideas. Key additional ideas suggested include:

- *Safety* – increased policing and better security.
- *Housing* – provision of living space in the area.
- *Leisure opportunities* – café culture and restaurants harnessing the square's sense of place.
- *St James House* – suggested uses as offices, NELC customer hub, education, local history centre.
- *Events space / culture* – provide an information centre, flexible venue spaces.
- *Civic Pride* – use the square and its surroundings to generate a sense of community.
- *Outdoor space / public realm* – provision of public art, green spaces, outdoor seating, lighting.
- *Access / connections / wayfinding* – better signage, access to car parks.

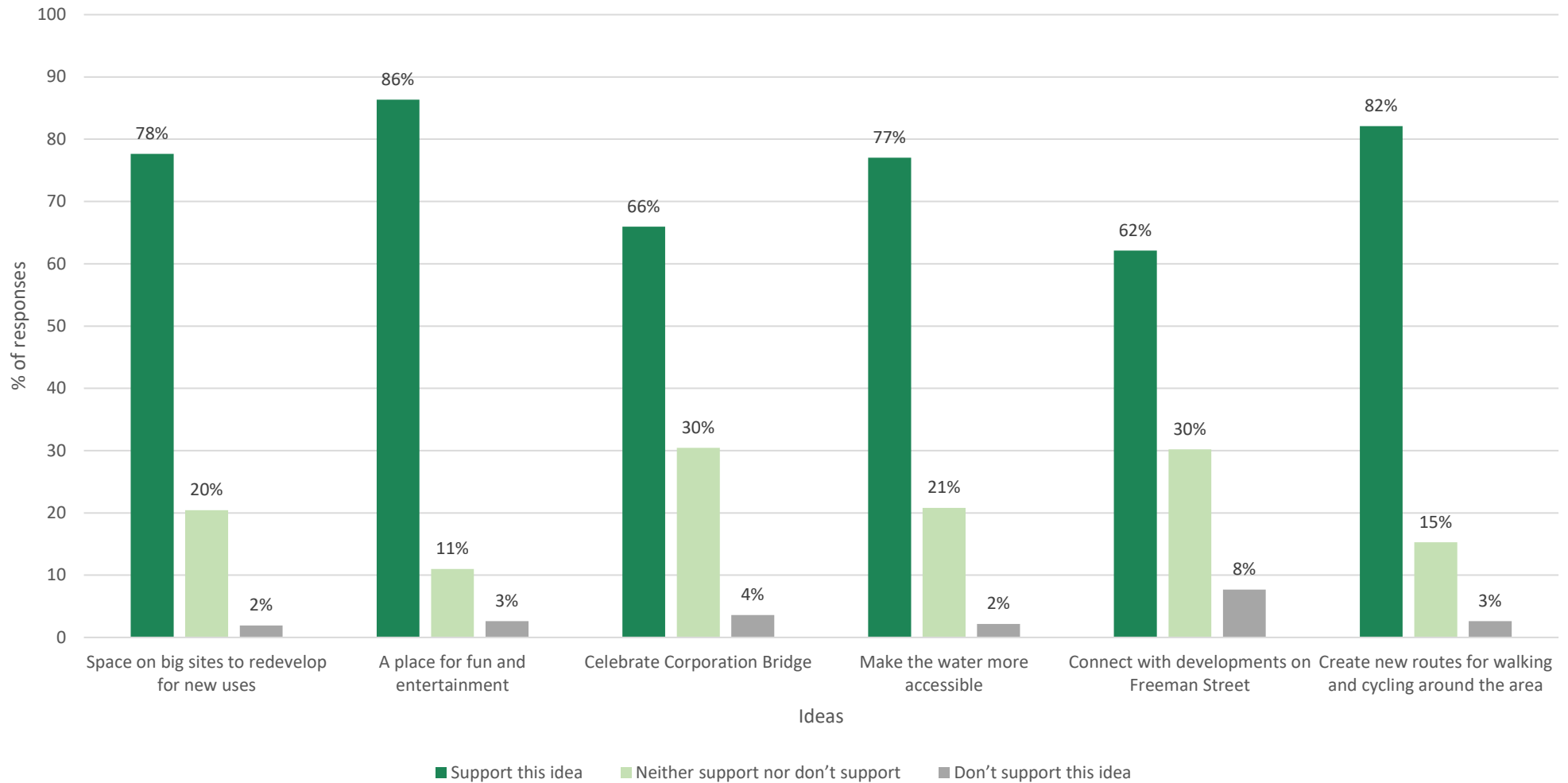
Focus group participants were generally in support of the ideas set out for St James. Discussions queried the realities of new office provision in the current economic context, and highlighted the need to maximise heritage opportunities for development in this area. It was also suggested that St James and the Riverhead should both be considered as the 'heart' of the town centre.

Key messages

- Respondents support the ideas for St James, particularly 'Highlighting Grimsby's history' and 'Improvements to St James Square'.
- Whilst challenges around the viability of new office development are recognised, in the long term it is considered that St James Square will remain a strong location – but flexibility will be key.
- A 'dual heart' approach could be considered in the Masterplan, with the Riverhead and St James anchoring opposite ends of the town centre.
- The range of additional ideas will be considered in the development of more detailed proposals.

Q10: Ideas for Alexandra Dockside

Q10: What ideas do you support for Alexandra Dockside?



Q10: Ideas for Alexandra Dockside

Consultation respondents expressed clear support for the ideas presented for Alexandra Dockside.

Key additional ideas suggested include:

Outdoor spaces – provision of entertainment space, focus on the water, location for events and markets.

Heritage and culture – celebrate fishing heritage, provision of a heritage trail, showcase historic vessels

Housing – provision of new housing in this area.

Safety – improved policing, make the area feel safe for families to enjoy, better surveillance through stronger connections to other areas.

Local environment and climate change – use area for renewable energy production, improvement of habitats for wildlife, deployment of low carbon technologies.

Leisure opportunities – waterside cafes, entertainment spaces, food establishments, a new water facility providing educational and training opportunities.

Connections – clear walking paths, provision of a water taxi service, improved cycle routes.

Focus group participants were generally in support of the ideas set out for Alexandra Dockside, particularly the use of the water for recreation and ensuring that development utilises heritage assets within and around the dock (including historic fishing vessels).

Key messages

- Respondents support the ideas for Alexandra Dockside, particularly ‘A place for fun and entertainment’ and ‘Create new routes for walking and cycling around the area’.
- The range of additional ideas will be considered in the development of more detailed proposals.

Summary

Key themes and messages

In summary the key messages and thread of themes that were highlighted throughout the consultation responses were:

Safety

This was a clear theme throughout the consultation with respondents expressing support for the ideas while highlighting the need for proposals to contribute to reducing anti-social behavior and other security issues through introducing lighting, policing, and other security measures.

Heritage

Building on Grimsby's existing heritage assets and fishing history, consultation respondents expressed that heritage should be a focus within the proposals. This was particularly focused around celebrating Grimsby's heritage, providing heritage trails, and educational facilities.

Local attractions

In relation to local attractions consultation respondents expressed a support in developing leisure opportunities, watersports, and an ice rink. This was particularly focused in the four areas and around connecting people back with the water.

Culture and events

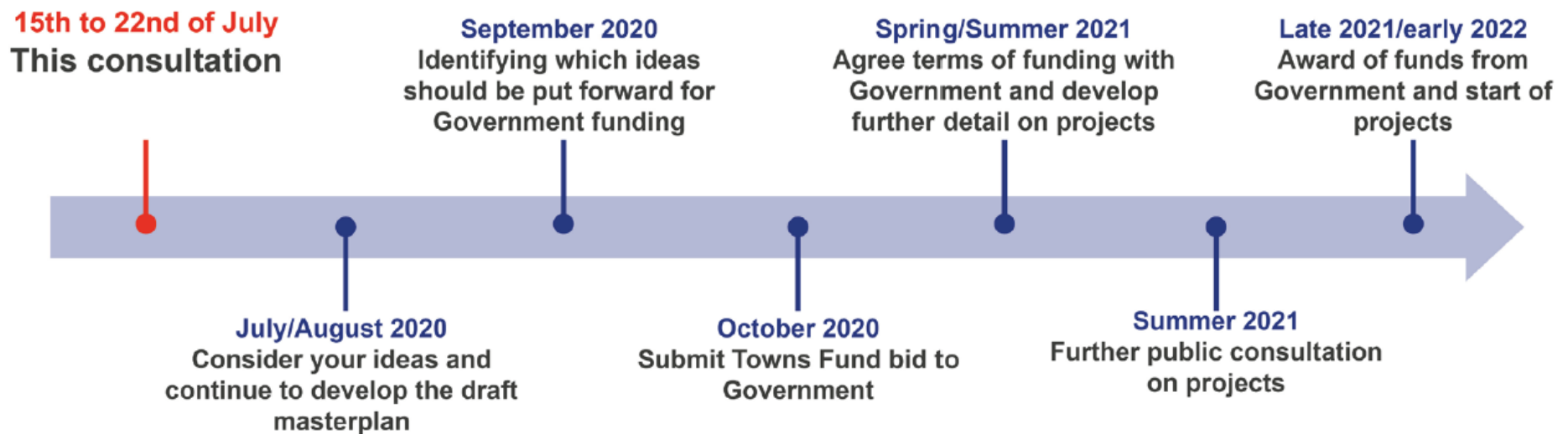
This was a clear theme throughout the consultation with respondents suggesting ideas such as local markets, seasonal events and festivals, and improved public realm with art, seating and green space.

The key themes and additional ideas proposed will be considered in the development of more detailed proposals.

What happens next?

All of the key themes and messages emerging from the consultation will be considered in the development of the final Town Centre Masterplan, expected to be published later in 2020. We will also consider all of the additional ideas that were put forward by participants as we develop proposals in further detail.

The outcomes of consultation will also be used to identify the specific schemes that form part of Grimsby's Town Investment Plan, for around £25m of Towns Fund monies from the Government. It is currently anticipated that this will be made by October 2020, with detailed development of projects (supported by further public consultation) following in 2021.



Appendix 1:

Focus group invitees and participants

Focus Group invitees and participants

Invitee organisation	Attended?
Visitor Economy, Services and Retail Group	Yes
Fishing Heritage Centre	Yes
Magna Vitae	
Culture Works	
Our Big Picture	Yes
Chamber of Commerce	Yes
Housing and Development Board	
Sector Support NEL	
Grimsby Civic Society	Yes
Young Persons Forum	
Nunsthorpe Centre4 Community Centre	Yes
Freeman Street Market	
Freeman Street Creative Hub	
Historic England	Yes
Stagecoach	
Riverhead Coffee	Yes
Abbeygate	
St James Hotel	
Lincs Inspire	Yes
Orsted	Yes
DFDS	
Scotts Property	Yes
Humberside Police Crime Reduction Officer	Yes
Grimsby Institute	
Franklin 6 th Form College	Yes
Carers Centre	
CATCH Energy Academy	
Job Centre	Yes
Environment Agency	Yes
Humberside Police	Yes