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North East Lincolnshire Local Plan

The Development Plan for NEL is formed by the North East Lincolnshire Local Plan (NELLP). The NELLP is therefore the primary decision-making tool in the determination of planning applications in Cleethorpes with other relevant guidance being “material considerations” in these decisions.

The NELLP sets out a spatial framework for growth across NEL up to 2032. This significant growth includes plans for the delivery of 8,800 new jobs and 9,742 homes.

The NELLP recognises the critical role that Cleethorpes has within the economy of the authority area, particularly with respect to tourism and visitor economy:

“The seaside town of Cleethorpes dominates the Borough’s visitor economy, supported by the cultural and tourism offer in Grimsby and the wider environment, which attracts both holiday makers and people visiting the area on business. Tourism also accounts for a significant number of jobs equating to approximately 7.2% of those in the borough. Jobs linked to the tourism industry are of particular importance to Cleethorpes, and generate income in the region of £0.5billion.”

As part of planned growth, NELLP supports the continued development and expansion of Cleethorpes as a visitor destination through a combination of supportive planning policies and allocations that will reinforce this role. Policy 12 specifically focusses on the tourism and visitor economy in the area and, amongst other aspects, is supportive of development that contributes to year-round all weather visitor economy as

well as a wide range of facilities in both Cleethorpes and Grimsby.

Policy 2

Tourism and Visitor Economy

1. The Council will support development that is consistent with the following principles:

- A. safeguards, supports and enhances the growth of existing and new visitor, cultural and leisure attractions that are appropriate to their location, including the resort area and town centres;
- B. supports the provision of a wide range of attractions within the town centres of Grimsby and Cleethorpes;
- C. contributes towards the development of a year round all weather visitor economy;
- D. enhances the provision of support facilities for visitors e.g. car parking, high quality accommodation, and signage;
- E. promotes rural ‘green tourism’ facilities and supports rural diversification where appropriate;
- F. safeguards and promotes local distinctiveness and cultural diversity;
- G. maintains the high water quality and attraction of Cleethorpes beach;

- H. maintains the integrity of the designated Humber Estuary Natural 2000 sites and features of interest associated with the Humber Estuary SSSI. Securing appropriate, effective and timely mitigation when necessary; including a commitment to further development of the Cleethorpes Habitat Management Plan to manage increasing recreational pressures and access to sensitive areas. Any mitigation or management measures will be implemented prior to impacts occurring;
- I. protects and enhances places of historic character and appearance;
- J. protects and enhances sites of biodiversity and geodiversity importance; and,
- K. raises the profile of the area at a regional and national scale, contributing to place marketing promoted through DiscoverNEL.

2. When developing within the Area Of Natural Beauty (AONB) particular regard should be had to the criteria above and specifically the Lincolnshire Wolds AONB Management Plan.

The Masterplan study area covers what is the focal point of Cleethorpes’ visitor economy including much of the promenade and town centre. Within Cleethorpes town centre, the plan allocates land to accommodate 1,816m2 new convenience floorspace; 5,631 m2; new comparison floorspace; cafés, bars and restaurants; and, residential. These allocations are focussed in the following sites:
A. Adjacent Dolphin Hotel(91) - retail (A1 (convenience), A3); and,

B. Grant Street/North Promenade/Sea Road(92) - retail (A1, A3), leisure (D2), and residential (C3) (upper floors); and,
C. Central Promenade(93) - retail (A1, A3), leisure (D2).

Cleethorpes town centre is identified in the NELLP amongst a hierarchy of centres as a “main town centre.” Within the hierarchy the town centre sits below the “sub-regional centre” of Grimsby but above the “small town centre” of Immingham and the “district centre” at Freeman Street in Grimsby. Policy 23 “Retail hierarchy and town centre development” of the NELLP notes that “development that supports the viability and vitality of the town centre, and strengthens the association of the commercial core and resort area, will be encouraged with the aim of broadening the town centre’s appeal.” Policy 23 goes on to note that in Grimsby, Cleethorpes and Immingham town centres the Council will “encourage and support mixed use development that adds to town centre vitality and viability; extends the range of offer to a broad spectrum of the population; and promotes an extension of the evening economy. Acceptable town centre uses are considered to be:

- A. A1 Retail;
- B. A2 Finance and Professional Services;
- C. A3 Cafés and Restaurants;
- D. A4 Drinking establishments;
- E. A5 Hot food takeaways;
- F. B1a Offices;
- G. C1 Hotels;
- H. C3 Dwelling houses (first floor and above);
- I. D1 Non-residential institutions; and,
- J. D2 Assembly and Leisure.”

Policy 26 “Primary shopping frontages” refers to a number of street frontages which constitute the core shopping areas within each centre. Within these “primary shopping frontages, non-retail development will be permitted at ground floor level only where the development would not result in more than a third of the individual units being used for non-retail uses. Retention of a display window will be required where the absence of this would otherwise have a detrimental impact on the nature and character of the shopping street.”

However, whilst the NELLP promotes growth in the local visitor economy and associated retail, leisure and residential offer, the NELLP also contains policies which safeguard natural and built heritage assets and ensure that the risk posed from flooding to new development is minimised and mitigated. These policies are relevant given the range of built and natural heritage assets within and adjacent to the study area, including the Cleethorpes Central Seafront Conservation Area and Humber Estuary Special Protection Area (SPA), Special Area of Conservation (SAC), SSSI and Ramsar site. There are also some areas at significant risk of flooding within and adjacent to the study area.

Some of the key, relevant policies in relation to development in the Masterplan area include:

- Policy 12 Tourism and visitor economy
- Policy 22 Good design in new developments
- Policy 23 Retail hierarchy and town centre development
- Policy 25 Cleethorpes Town centre opportunity sites
- Policy 26 Primary shopping frontages



- Policy 29 Social and cultural places
- Policy 33 Flood risk
- Policy 36 Promoting sustainable transport
- Policy 39 Conserving and enhancing the historic environment
- Policy 40 Developing a green infrastructure network
- Policy 41 Biodiversity and geodiversity

National Planning Policy Framework

National Planning Policy Framework (NPPF) is a significant material planning consideration in planning decisions in Cleethorpes and across England. It identifies the purpose of the planning system as “being to contribute to the achievement of sustainable development.”

Amongst the relevant policies in NPPF, paragraph 86 of section 7 “Ensuring the vitality of town centres” notes that planning policies and decisions “should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation.” This includes including planning policies which: “ a) define a network and hierarchy of town centres and promote their long-term vitality and viability – by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters;

b) define the extent of town centres and primary shopping areas, and make clear the range of uses permitted in such locations, as part of a positive strategy for the future of each centre”.

There is also, in paragraph 86, a recognition of the important role that residential development can play in ensuring the vitality of centres and NPPF accordingly supports policies that encourage residential development on appropriate sites.

Legislative changes, NPPF and the NELLP

One of the most significant and wide-reaching planning reforms in recent years has been the consolidation of a number of separate Use Classes under a single ‘Commercial, Business and Service’ Class E. This amendment to the Town and Country Planning (Use Classes) Order 1987 (the ‘UCO’) in July 2020 came into effect in September 2020 and combined shops, restaurants, offices, gyms and nurseries (amongst others) so that changes between these uses are no longer “development”, and therefore planning permission is not required. This significantly limits the control that planning authorities have on changes of uses within their town centres with certain policies rendered either irrelevant or ineffective by the change. In the context of the study area, Policy 26, which restricts non-retail uses on the primary shopping streets within Cleethorpes, can now be circumvented without input from the planning authority.



Following this change, in March 2021, an amendment was made to the General Permitted Development (England) Order 2015 (the 'GPDO') to allow for the change of use of these Class E properties to residential from August 2021 (extending a right that had previously been restricted to office uses).

This permitted development right is subject to maximum size requirements, the property having been in use as Class E for two years and vacant for three months, as well as an application to the council for 'prior approval' for limited consideration of impacts related to transport, contamination, flood risk, noise, the provision of natural light and the potential effect of providing residential accommodation within an industrial area. Further limitations apply in conservation areas and for nurseries, as well as in areas covered by article 4 directions where the rights do not apply.

NPPF provides clarity on the application article 4 directions, and planning conditions, to remove these permitted development rights:

The use of Article 4 directions to remove national permitted development rights should:

- where they relate to change from non-residential use to residential use, be limited to situations where an Article 4 direction is necessary to avoid wholly unacceptable adverse impacts (this could include the loss of the essential core of a primary shopping area which would seriously undermine its vitality and viability, but would be very unlikely to extend to the whole of a town centre);

- in other cases, be limited to situations where an Article 4 direction is necessary to protect local amenity or the well-being of the area (this could include the use of Article 4 directions to require planning permission for the demolition of local facilities);
 - in all cases, be based on robust evidence, and apply to the smallest geographical area possible.
- Similarly, planning conditions should not be used to restrict national permitted development rights unless there is clear justification to do so.

It is therefore clear that planning authorities are not given carte blanche to use article 4 directions and conditions to remove these rights – any decision to do so must be based on robust evidence and the area affected limited to the bare minimum for it to be effective.

North East Lincolnshire Economic Strategy

The recently adopted North East Lincolnshire Economic Strategy (NELES) sets out a long-term vision for the economy of NEL along with actions to help deliver this vision. The vision focusses on 4 key areas:

- Business growth – Building on our industry strengths;
- A green economy – Maximising low carbon and healthy initiatives in industry and in our Place;
- Skills – Investing in our workforce;
- Place-making – Ensuring our towns are great places to live, work, visit and stay.



The NELES seeks to transform the council's town centres into vibrant, dynamic destinations for visitors, and ensure residents and businesses are proud of where they live and work. Enhancing the visitor experience and promoting civic pride; creating a year-round tourism offer and implementing a diverse event and cultural programme to attract more visitors is a key objective of the strategy. The strategy also seeks to support town centre living and working to support the evening/night-time economy to continue the regeneration and revitalisation of town centres. Additionally, the NELES will identify opportunities from the Government's Tourism Recovery Plan for the advantage of the local sector.

The Cleethorpes Masterplan seeks to address these objectives, however additional emerging strategies will have an important role to play in shaping the local economy, including the Tourism Action Plan and the Creativity Strategy. The Tourism Action Plan seeks to build the area's visitor economy, working to promote the borough, attract more visitors and encourage longer stays, whilst the Creativity Strategy will set out how arts, culture and heritage will be at the heart of enhancing lives of people in NEL.

Cleethorpes Central Seafront Conservation Area Appraisal

The Cleethorpes Central Seafront Conservation Area ("the Conservation Area") encompasses a significant proportion of the study area including parts of the Central and North

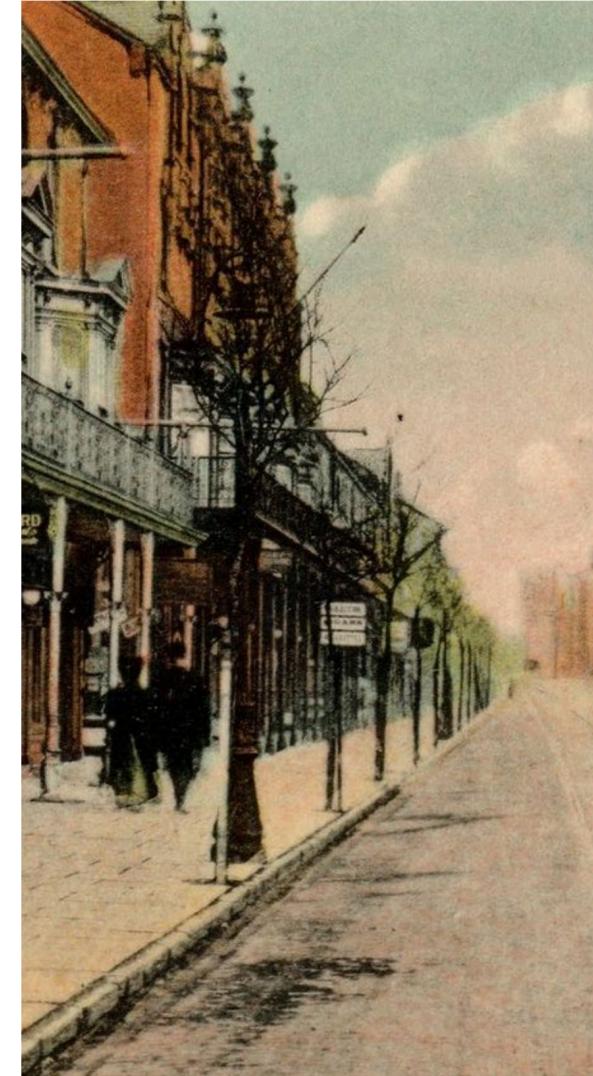
Promenades, pleasure gardens and Alexandra Road. Within and adjacent to the Conservation Area there are numerous locally and nationally listed buildings.

The Appraisal notes that the character of the Conservation Area is principally provided by the wide linear seafront and its development as a Victorian resort with distinctive features such as the promenade, pier and pleasure gardens. However, earlier street patterns are still apparent reflecting the historic settlements of Oole (Market Place) and Itterby (Sea View Street) where there is some late Georgian development.

A later grid pattern of streets infill the two settlements which are mostly associated with Victorian town planning. Buildings are predominantly terraced, with (mainly) larger individual buildings interspersed. The Appraisal notes that the pattern of fenestration, with its regimented and predominantly vertical emphasis, provide rhythm to the elevations and streets. This rhythm is punctuated by canted bay windows on some upper floors.

The Appraisal identifies the predominant material used for the construction of exterior walls in the Conservation Area as smooth red brick, though over time many properties have been rendered which detracts from the character of the buildings themselves and the wider Conservation Area.

Traditional shop fronts contribute significantly to the character of the area. Predominant historic style of shop fronts and



windows are Victorian and Edwardian, sometimes fitted to earlier buildings.

Cast iron balconies are also a key feature along Alexandra Road where they provide a dual purpose of shelter for shoppers and uninterrupted views across the seafront for residents.

However, whilst much of the town's heritage remains, the Appraisal notes that the condition of the Conservation Area presents significant challenges. This is reflected in it being identified as "at risk" on the Historic England at Risk register. The Appraisal notes the detrimental impact that unsympathetic new development has had and that the Council is now eager to ensure that development is of the highest standard so that past mistakes are not repeated.

Demographics

According to the mid-year estimates published by the Office of National Statistics (ONS) in 2020, 38,372 people live in Cleethorpes. 56% of the population are aged between 18 and 64. However, Cleethorpes' population between 2011 and 2020 has declined annually by 0.31%.

Between 2011 and 2020, the population of those aged between 0 and 17 and 18 to 64 has decreased by 3.9% and 9.4% respectively, whilst those aged 65 and over has increased considerably - by 17.4%. This ageing population is

also evident for the NEL district, with data released by the ONS in 2018 showing that the average age of those living in the district has risen to its highest level since the turn of the century, with the majority of residents aged over 42. The median age was 42.3 years in 2019, compared to the national average of 40.1 years.

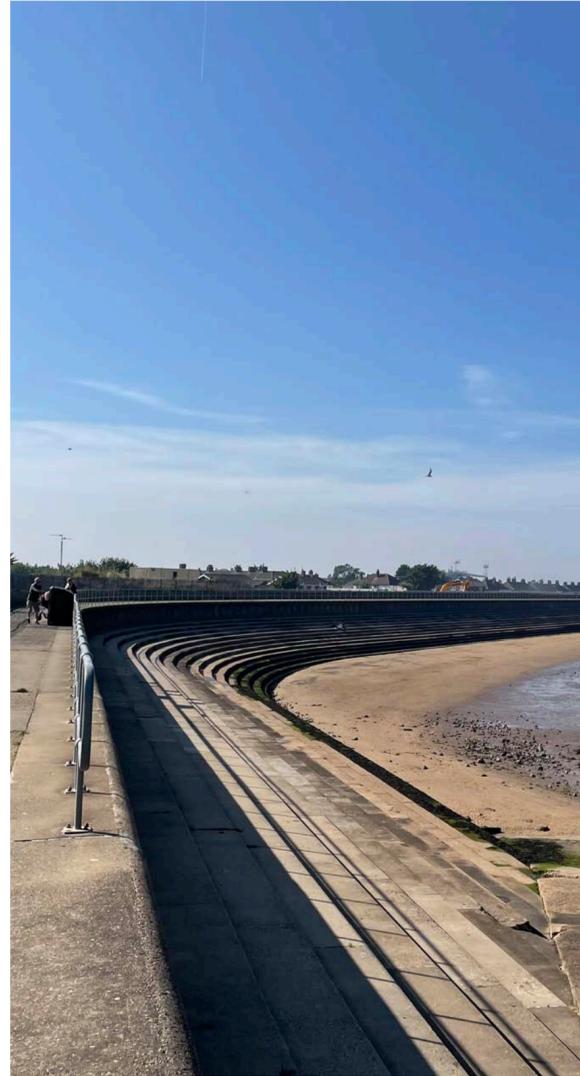
Income and Deprivation

The Indices of Multiple Deprivation (IMD), published in 2019, measures relative levels of deprivation in 32,844 small areas or neighbourhoods, termed Lower Super Output Areas (LSOAs), in England. NEL was rated the 16th most deprived area in England. The majority of LSOAs in Cleethorpes contain relatively high levels of deprivation, within the top 30% most deprived LSOAs across the country.

This is reflected in lower levels of income for Cleethorpes compared to the national average, with average weekly household disposable incomes estimated to be £100 lower within the town, at £595 compared to £694.

Economy and Employment

At the time of the Census (2011), of the economically active population aged 16 to 74, 60.1% were in employment, considerably below the average of 70.5% for England and below the North East average, 65.6%. Accordingly,



unemployment levels are also relatively high - 5.3% of the economically active population are unemployed in Cleethorpes, higher than the national average of 4.4%.

Whilst the economy of Grimsby to the north is largely dominated by the port and logistics sectors, supported by the Port of Grimsby, Cleethorpes's economy, like many coastal towns, is heavily reliant on predominantly seasonal and comparatively low paid employment in the tourism and leisure industry. The town suffers from a number of characteristics which are preventing the economic growth of the town, particularly an ageing population and low paid employment, evidenced by the comparatively low incomes of those living in Cleethorpes.

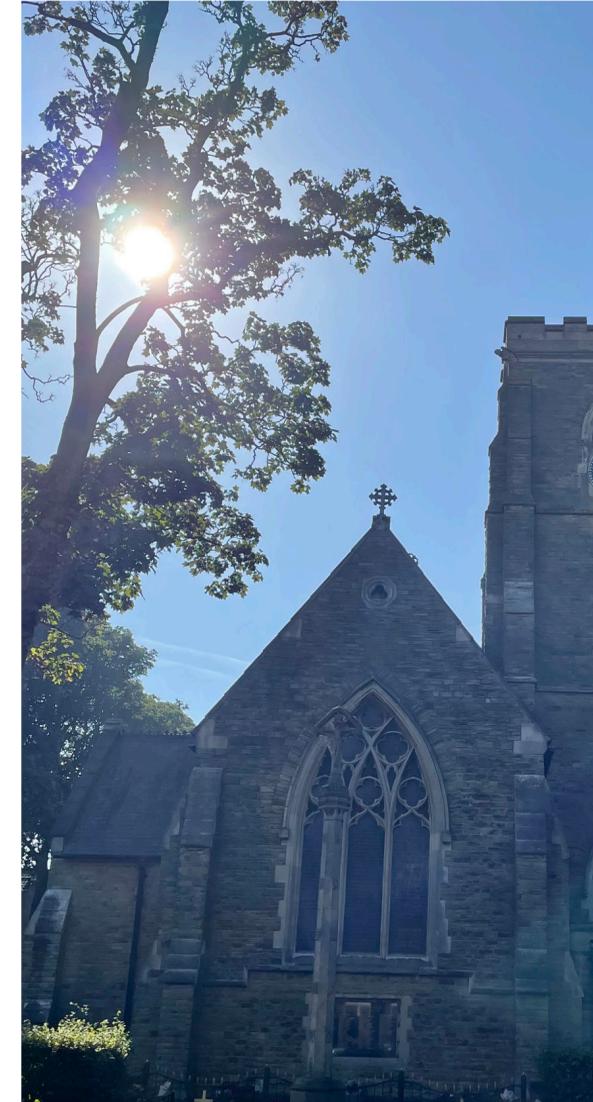
Education

16.1% of the population aged 16 and over have obtained level 4 qualifications or above, considerably lower than the national average of 27.4%. Additionally, in line with the relatively high levels of unemployment, 29.5% of Cleethorpes' population have no qualifications, higher than England's average of 22.5%.

Health

According to the Census (2011), 78.1% of Cleethorpes' population is either in very good or good health,

compared to 79.0% in NEL and 81% in England. According to the Chief Medical Officer's annual report published in 2021 'Health in coastal communities', North East Lincolnshire residents are becoming 'old before their time' due to a myriad of health problems, including an increased likelihood to live shorter lives, be obese, struggle with mental health issues and suffer from alcohol-related conditions.



Residential Market

In 2021, according to Rightmove, properties in Cleethorpes have sold for an average price of £166,299. Most sales were of terraced properties, selling for an average price of £106,126. Semi-detached properties sold for an average of £174,505, with detached properties averaging £261,221.

Overall, house prices in Cleethorpes have increased by 15% since 2019 and are up 20% on the 2016 peak of £139,089. House prices are performing well, with growing demand for properties resulting from the increased levels of investment, regeneration and national well-renowned events hosted in the town.

At the time of the Census (2011), 69% of households were owned, higher than both the regional and national averages (66.4% and 64.2% respectively.) Additionally, the majority of dwellings in Cleethorpes are terraced (33.5%) and semi-detached (32.2%) properties, with detached properties comprising 21.2% of the town's housing mix and flats just 12.7%.

Recent Residential Development

A planning application to transform the former Hotel and Public House at the vacant Imperial Hotel at 157 Grimsby Road into 16 self-contained flats was approved in December 2016. A later application was approved for a scheme to the rear of

the existing hotel building to deliver three townhouses, one commercial units and flats above. Sold values in 2019 ranged between £55,000 and £70,000, whilst the end of terrace, two-bed house sold for £95,000.

Retail and Leisure Market

As a major tourist destination, Cleethorpes' retail offer caters for the tourist trade as well as for the daily top-up needs of local residents. St Peter's Avenue is Cleethorpes' main high street, a tree lined traditional linear avenue offering typical high street shops and businesses including Coop, Boots, Costa Coffee and a number of banks, as well as several independent food and grocery outlets. The offer is predominantly focussed on meeting daily top-up shopping needs, due to the area's largely convenience offer.

Market Place is dominated by parking, pubs, restaurants and takeaways. 17 units front Market Square, including Steel's Corner House and The Market Tavern and 3 vacant units. Market Place offers a seasonal weekly outdoor market every Saturday and Wednesday.

According to data from Goad, of the 169 retail units fronting St Peter's Avenue, Short Street, Market Street, Alexandra Road and Isaac's Hill, 18 are currently vacant (10.6%).

St Peter's Avenue can be reached off of Sea View Street and Cambridge Street. Sea View Street retains a distinct character,

offering a niche range of independent boutiques, cafes and restaurants with attractive shop frontages, helping to create a thriving centre for independent retail and supporting a diverse evening economy.

The town centre's location constrained by Cleethorpes' surrounding residential areas has resulted in significant out-of-centre development, including at Hewitt's Circus Retail Park, comprising nearly 140,000sqft of retail uses to the west of the town. The retail park contains a large Tesco Extra, Pets at Home and Poundstretcher.

Meridian Point Retail and Leisure Park, situated on Kings Road to the south of Cleethorpes town centre, is an established leisure scheme with tenants including McDonalds, The Parkway Cinema, KFC, Premier Inn and Starbucks. Just southwest of Meridian Point is Meridian Showground, Cleethorpes' main dedicated multi-purpose entertainment venue, which is used for numerous outdoor cinemas, music events such as Fake Fest and the Gathering, and the Race for Life and the ABP Coastal half marathon. including, according to CoStar, retail rents across NEL average £16.43 psf, dropping by -0.1% over the past 12 months.

Tourism

According to a Scarborough Tourism Economic Assessment Monitor (STEAM) report, published in 2019, 10.3 million people visit NEL each year, providing a visitor economy worth around £640million and supporting 7,160 full time equivalent jobs.

However, of those 10.3 million visitors annually, 94% are day visitors, with only 6% staying overnight. Additionally, over 65% visit between the months of April through to September. 3.4 million tourists come specifically to Cleethorpes over the year, mainly from the traditional South Yorkshire and East Midlands catchments drawn by the resort's distinctive Victorian character, however the majority of these visit during the summer months.

Awarded the Quality Coast Award in 2007 for its high quality beaches and resort facilities and a blue flag for 2021, Cleethorpes has the most concentrated tourist offer within the NEL borough, largely due to its Victorian seaside resort feel, the vast promenade and pier, and the ecological hotspot of the Fitties. During the summer season, the town largely attracts day-trippers but like most seaside resorts in the UK, has struggled to retain holiday-makers and the North Promenade fails to attract large numbers of tourists. However, beyond the Leisure Centre situated on the town's long expanse of Promenade lies the Humberston Fitties, an incredible expanse of natural salt marshes and wildlife, and protected by numerous ecological designations including being a Ramsar, SPA and SSSI.

The resort is also supported by Cleethorpes Pier, Cleethorpe Boating Lake as well as Thorpe Park Holiday Complex, owned by Haven, which offers a range of holiday accommodation and on-site entertainment activities aimed at families. The town also offers a Yacht Club.

Cleethorpes has been successful in securing £6.7million of external funding to regenerate key areas of Cleethorpes. This includes £3.8million awarded in March 2017 to CoastNEL, supported by the Council, to deliver a number of key projects including public realm improvements, business support, an events programme, which included the award winning 2019 Festival of the Sky, and public art on the North Promenade. Also included in the Programme is the £2.9m National Heritage Lottery funded Townscape Heritage scheme to conserve and restore key heritage features in properties on Alexandra Road and Sea View Street.

However, the resort is heavily reliant on tourism and the Covid-19 pandemic, and the subsequent closure of the majority of the resort's businesses during lockdown, resulted in significant impacts to the economic vitality of the area. Consumer spending plummeted by 72% and those businesses that remained open suffered losses of up to 95%. Compared to 2019, visitor numbers dropped by 54.6% in 2020, resulting in a 51.9% decrease in the visitor economy. Despite the easing of restrictions resulting in an increase in the popularity of seaside 'staycations', with increased demand evidenced by rising accommodation costs, there has been a longer-term growing trend in the number of day trips to Cleethorpes compared to overnight stays. Additionally, tourism in Cleethorpes is heavily seasonal, resulting in many businesses along the long stretch of promenade closing

during the off-peak season. Consequently, the town needs to be transformed into a 'go-to' destination for visitors by developing Cleethorpes' reputation as a year-round resort, to deliver significant benefits to the tourism industry and support the economic vitality and sustainability of the town.

Footfall

Footfall data between 2015 and 2021, collated by the Council, has been analysed in the town. From late 2018 the footfall counters were relocated to the Promenade and along St Peter's Avenue. Typically, footfall at both these locations since 2018 has been highest during the summer months as a result of seasonal tourism. Footfall figures for the Promenade and St Peter's Avenue are largely similar throughout the year, excluding the summer months, where footfall along the Promenade is almost double that along the main shopping street. In 2021, the highest numbers of people were recorded in the month of June, totalling 447,744 people across both locations, whereas for 2020, the highest footfall of 393,402 people was recorded in September 2020 and 428,603 people in September 2019. Consequently, overall footfall numbers in summer 2021 were back to pre-pandemic levels. Pre-pandemic, at its quietest, 118,163 people were recorded across both levels in December 2019, proving the considerable difference in footfall levels between in-season and out-of-season months.

Commercial Market

According to CoStar, NEL's commercial market contains around 1.3millionsqft of office space and has a vacancy rate of 3.2%, which has essentially stayed unchanged over the past year.

However, rents have fallen by 2.9% over the past year and the situation doesn't look much better on a longer timescale, having decreased by 0.7% per year on average over the past decade. Average market rents for office space stand at around £8.60 per sqft. There are currently no pipeline office developments and no new facilities are under construction.

Pipeline Development

One Cleethorpes, Former Clifton Bingo Hall

The site comprising the vacant land associated with the former Clifton Bingo Hall, immediately adjacent to Cleethorpes railway station, is allocated for housing on the Council's Policies Map to deliver 80 residential units. A Local Development Order (LDO) for the was adopted in 2016. The LDO granted outline permission for principally residential with an element of commercial development in classes A1 (shops), A2 (financial and professional services), A3-5 (restaurants, cafes, drinking establishments and hot food takeaways) and D2 (Assembly and Leisure). The purpose of the LDO was to reduce the risk of the planning process to make the development more attractive to prospective developers.

A Reserved Matters Application (Application Reference: DM/0537/18/REM) submitted by Bell Cornwell and Cielo Realty Ltd to deliver three buildings comprising 99 apartments (with the blocks up to 13 storeys in height), alongside other uses, including commercial and retail at ground floor and an underground car park, was approved in October 2019. However, development has not yet commenced and the site remains vacant.

Former Waves site, Sea Road

In May 2020, a full application (Application Reference: DM/0066/20/FUL), submitted by Engie in partnership with the Council, was approved for the site formerly containing three individual buildings: the former Waves Bar with basement and an unoccupied first floor flat; public toilets and a boat house used by the Beach Safety team, situated on the junction between Sea Road and North Promenade directly opposite the entrance to the Pier. The current scheme with planning approval will accommodate the Beach Resort Team and public toilets on the ground floor and has a larger scale commercial unit opportunity on the first and second floors.

The scheme is yet to be constructed, however the retail premises across the three floors are currently on the market to let. As a key strategic site in a prime location, and as a result of the findings of the Masterplan, the Council is currently reviewing the options for its future development.



Former Savoy Amusement Arcade, North Promenade

In September 2021, Ebb&Flo were granted planning permission (Application Reference: DM/0239/21/FUL) to develop a mixed use development that combines watersports activities, a café, first floor flexible venue and lettable units for rent to complimentary businesses on the former Savoy Amusement Arcade at the North Promenade. The building will be constructed using modular shipping containers and a glass frontage to open out onto the seafront, with active ground floor uses to encourage people in the development from the seafront. The development will also deliver an external courtyard with three-bed residential properties at second and third floors, including external terraces overlooking the sea. The scheme will help to transform this area of the North Promenade, making it an attractive location for independent businesses and increasing the town's tourism offer.

Suggitts Lane Footbridge

In June 2021, plans to replace the existing level crossing at the eastern end of Suggitts Lane with a footbridge with steps, ramps and lighting improvements over the Cleethorpes to Grimsby rail line were approved (Application Reference: DM/0389/21/FUL), to improve accessibility to the North Promenade and due to be opened in March 2022.

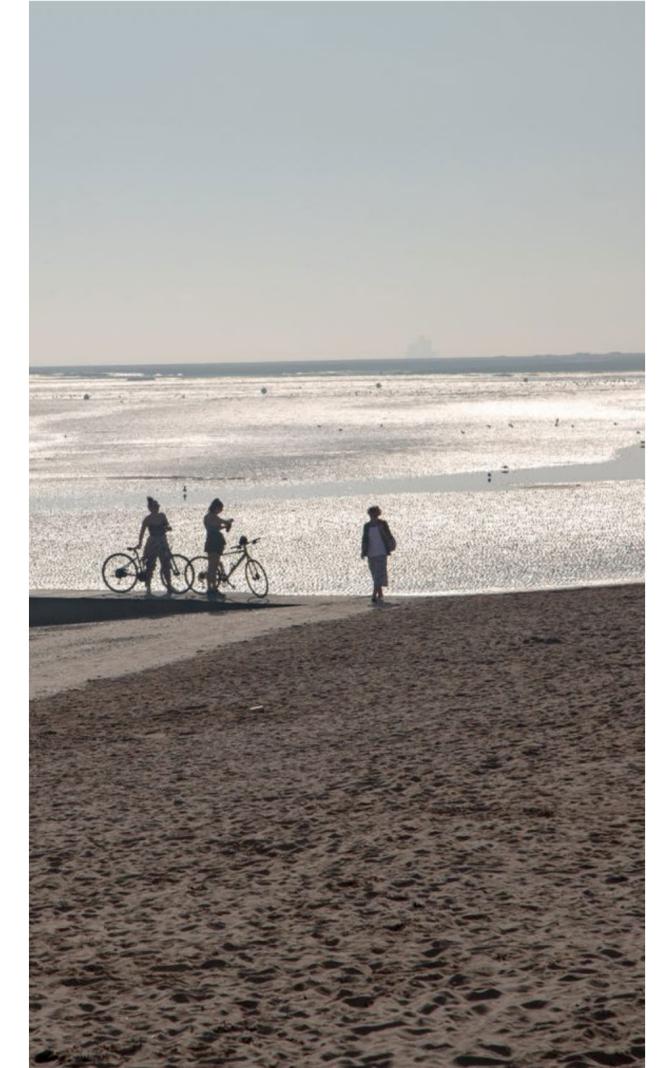
Former Pleasure Island Leisure Park

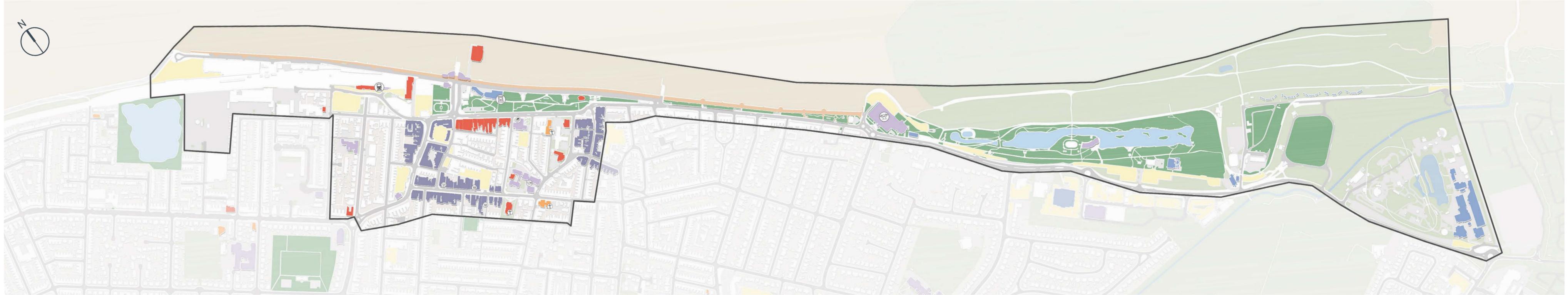
Located approximately 2.5km southeast of Cleethorpes, the 23.5ha site comprises the former Pleasure Island Theme Park, which closed in 2016. A request for an EIA screening opinion (Application Reference: DM/1079/20/SCR) for the proposed redevelopment of the site as part of a leisure-led mixed use development was submitted in December 2020.

Although no further planning application has been submitted to the Council, the proposals, as detailed in the EIA scoping report, would deliver 250 new holiday lodges, a 148-bed hotel, restaurants and leisure facilities, including a new Lidl food store and a garden centre, alongside a petrol filling station and new water sports building comprising three refurbished shipping containers, to facilitate to use of the lake for watersports.

Thorpe Park Holiday Park

A Full Planning Application (Ref: DM/1037/21/FUL) was submitted in October 2021 to redevelop the outdoor activities area to form a new 'Adventure Village' at Thorpe Park Holiday Camp (owned by Haven Leisure Ltd) which will include a Climbing Wall, High and Low Ropes, Crazy Golf, Activities Hub and Cycle Hire. As of March 2022 the application is awaiting determination.





The above land-use plan highlights the pertinent elements of Cleethorpes that are essential to its operation. For the Masterplanning team highlighting and understanding how the town functions is a critical process prior to proposing any interventions.

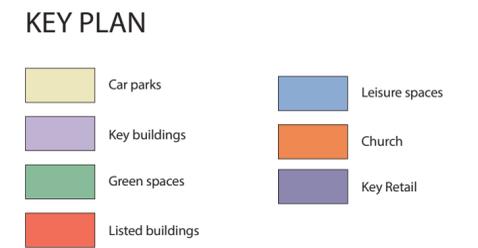
Railway Station: The railway station and its adjacency to the sea and promenade is key defining factor which makes Cleethorpes the place it is today. With national connections the station is critical to the sustainability of the town.

High Street: Cleethorpes' retail core is compact and accessible and is in good health considering the national trend in reduction of footfall within town centres.

Pier and Promenade: 2km in length and running from North Promenade to the Leisure Centre the promenade offers a flat and accessible sea side walk; a enviable asset to any coastal tourist town. Located centrally with the promenade, the 19th Century pier provides an attractive heritage feature that provide a recreational focal point.

Alexandra Road: The heritage core of the town the road with a sea view over Pier Gardens. The buildings reflect the town's 19th century emergence as a leading tourist resort.

Gardens and Greenspaces: Cleethorpes offers over 3km of linear greenspace adjacent to the promenade. These traffic free areas offer spaces for safe walking and exercise, locations for tourist activities and locations for the people of Cleethorpes to celebrate their history.





The above plan highlights designated car parks as well as the highest concentration of visitor on-street parking. Convenient parking is a contentious subject for any town and proposed changes to the provision can result in community and stakeholder objections. Ideally pedestrians will take priority over vehicles.

Grant Street Car Park:

An existing car park close to the Train Station is easily accessible from the primary vehicular approach (A46-A1098) and offers space for coaches and 71No paid spaces. The Masterplan is supportive of the proposal to introduce a new decked car park increasing the capacity significantly to 339No. This will ensure an increase in parking capacity and will enable the development proposals for the North Promenade and the Market Place.

Promenade On-Street Parking

Short stay on-street spaces are available along the length of the promenade and are the preferred parking locations for day visitors. North Promenade can cater for approximately 154 spaces and Central Promenade over 200No.

North Promenade Car Park

Located at the end of North Promenade, with shared usage with overnight motorhome parking North Promenade Car Park provides 154 spaces.

Town Centre

The town centre's parking provision is a mix of small satellite car parks and short stay on-street parking. The most convenient of these, and one easily accessible from the A180, is the private Market Street car park that offers 44No spaces.

South Beach

Limited parking is available towards the south at Meridian and McCormacks Car Park but the southern end of the resort is primarily serviced by the large Lakeside car park that offers easy access from the Kings Road and is conveniently located adjacent to the Boating Lake and Showground.





This connectivity plan shows the key transport routes used to visit and circulate around Cleethorpes.

Primary routes for vehicles, pedestrians and cyclists are all highlighted and used by the design team to influence their design decisions when planning the interventions. For example intersections between vehicular and non-vehicular routes

highlight areas of potential conflict between pedestrian, cyclists and cars and will need to be resolved in the design process.

Key access junctions also create gateway points that provide a sense of arrival, where visitors feel they have finished their journey and made it to their destination. These areas need

consideration to ensure a positive impression is provided.

This plan is also used to ensure all community assets are easily accessible by various means of transport and highlights any defragmentation in the Public Right of Way (PRoW) and Cycleway network. Primary routes of arrival into Cleethorpes for visitor are

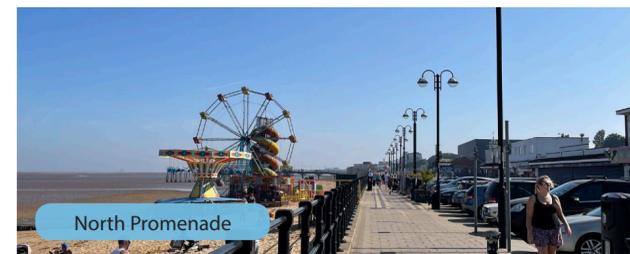
the train station, A180 and A46. Once visitors are in the town and on foot the primary pedestrian circulation routes are the promenade, Alexandra Road, Market Street and St Peter's Avenue. Although the promenade continues south east towards the Fitties, the Leisure Centre acts as a blockage to movement.





Following a series of site visits, desktop analysis and engaging with the community we have identified four key character zones within the study area; North Promenade, Central Promenade, Town Centre and South Beach. Each of the four zones has distinct attributes that make it unique within the context of Cleethorpes.

As the Masterplan covers a range of character areas applying the same design vision for each zone may not be appropriate. Interventions need to be tailored to complement their sites and ensure the projects respond to the direct built and natural environment, how the place is used and how we want it to change.



KEY PLAN

- Zone 1 - North Promenade
- Zone 2 - Central Promenade
- Zone 3 - South Beach
- Zone 4 - Town Centre