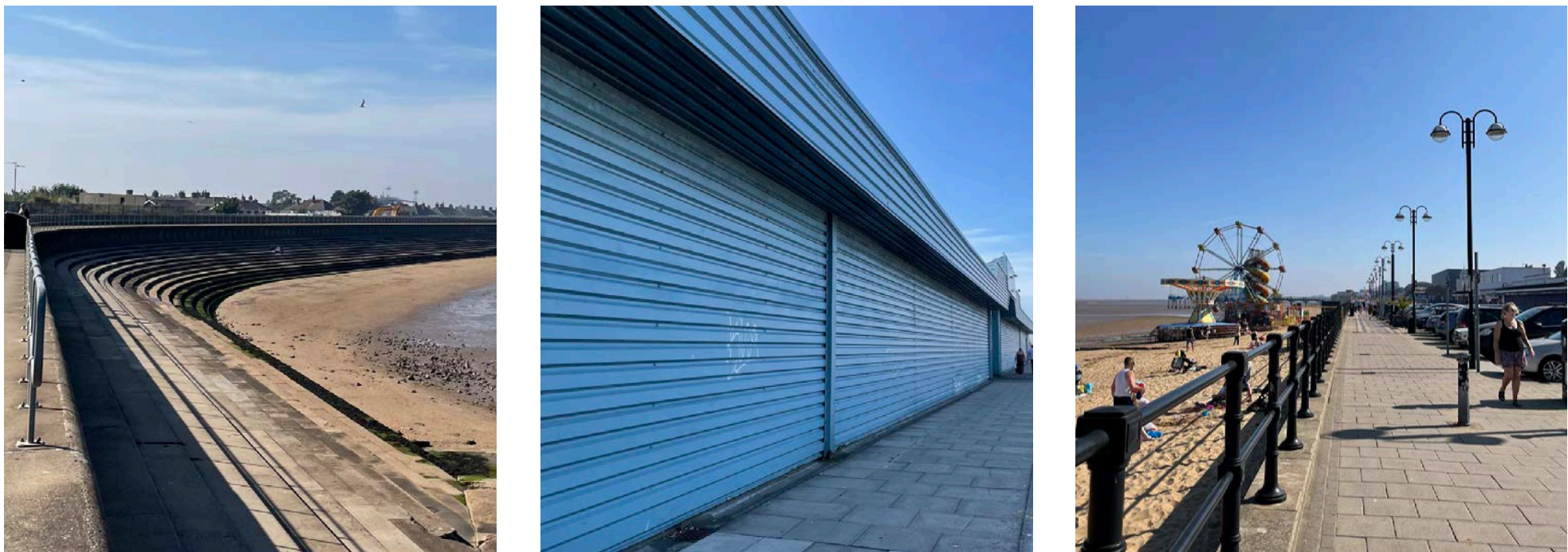




North Promenade is a linear stretch of promenade stretching from the train station to the North Promenade Car Park and constrained between the railway line and coastline. In the past this area was a tourism focal point consisting of funfairs and market stalls. More recently North Promenade has been the site of lower scale leisure activities, such as go-karting, laser-quest and seasonal seaside stalls. Today the area has limited activity with parking as its primary purpose. Some signs of positive regeneration are emerging such as the upcoming Ebb & Flo development and recent intervention by the Council, via the Coastal Community Fund, to improve the streetscape and shutter appearance. The seasonal nature of the current uses



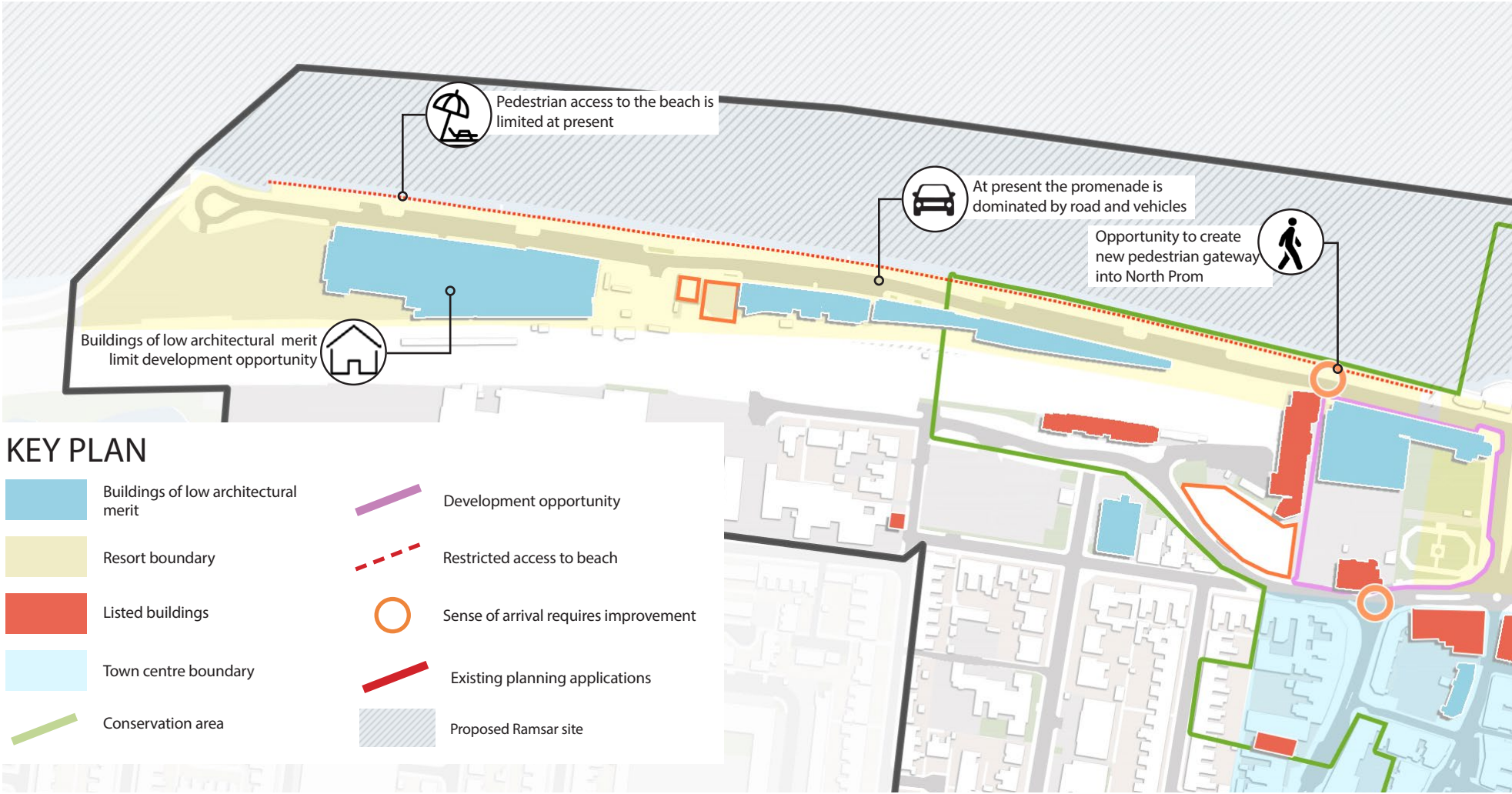
creates a space that becomes abandoned during the evenings and winter months despite its strategic location adjacent to the train station and beach.

The architecture is primarily single story of low quality and mixed character with high levels of vacancy and blank facades and gap sites due to the Network Rail maintenance site. The promenade and footpaths are pleasant; consisting of clay pavers and traditional Victorian style street furniture. Overall the character is mixed, indistinct and of low quality.

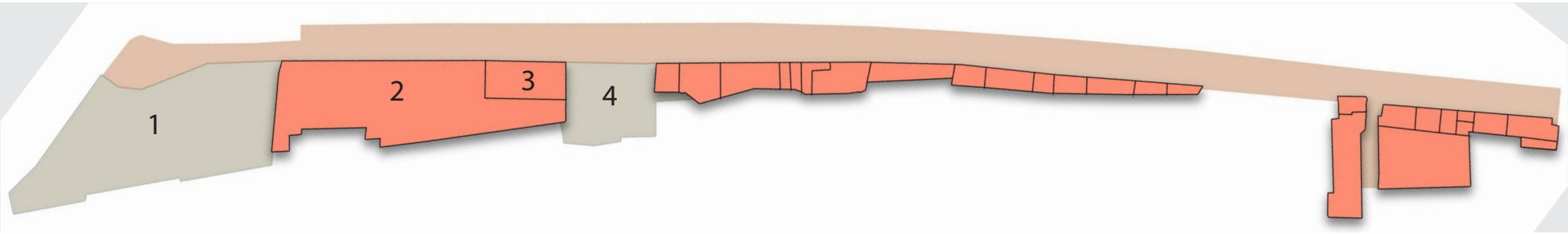
The public realm within North Promenade is dominated by vehicles searching for car park spaces. Short stay on-street parking stretches for the majority of its length, leading to a large, privately owned, satellite car park at the end of the promenade.

KEY CONSIDERATIONS:

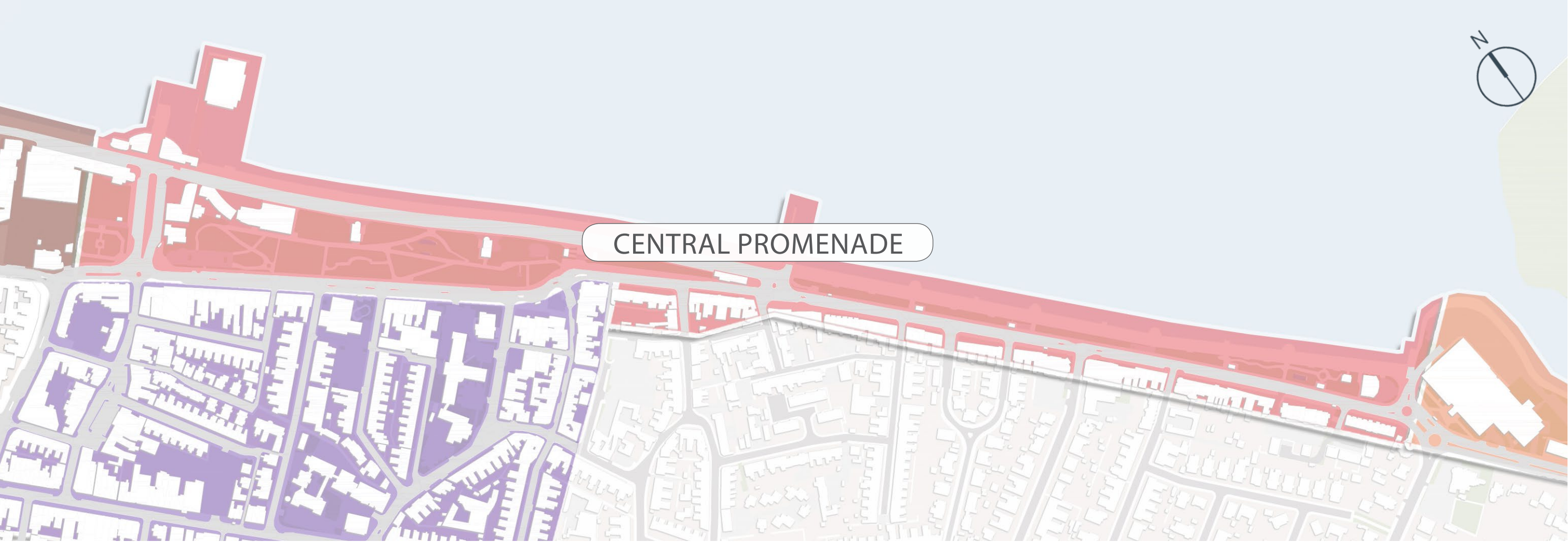
- Improve access to beach
- Promote year round and evening economy
- Raise pedestrian priority
- Parking detracts from the setting
- Address vacant sites and vacant properties
- Define cohesive character
- Make it a place people want to visit
- Create space for new catalyst development
- Site is adjacent to the environmental designations
- Opportunity to create a sense of arrival
- Create an offer that supplements rather than competes with the other areas of Cleethorpes



KEY LAND OWNERSHIP



- 1: BRACKEN HOUSE PROPERTIES LLP
- 2: BRACKEN HOUSE PROPERTIES LLP
- 3: PREMIER WINDOW SYSTEMS LTD
- 4: SIEMENS MOBILITY LTD



The railway station has some lovely heritage assets and listed buildings; however, these are currently overshadowed by the Fantasy World building, which those traveling to Cleethorpes by train are immediately faced with upon arrival. From the station, the short walk to the promenade is currently not an inviting one, with tired surfacing, and a lack of seating, wayfinding, and greenery. There is an opportunity for the creation of an ‘arrival park’, with views to

the promenade, pier, and onto an enhanced Pier Gardens linear park, improving both visual and physical connections to the town centre.

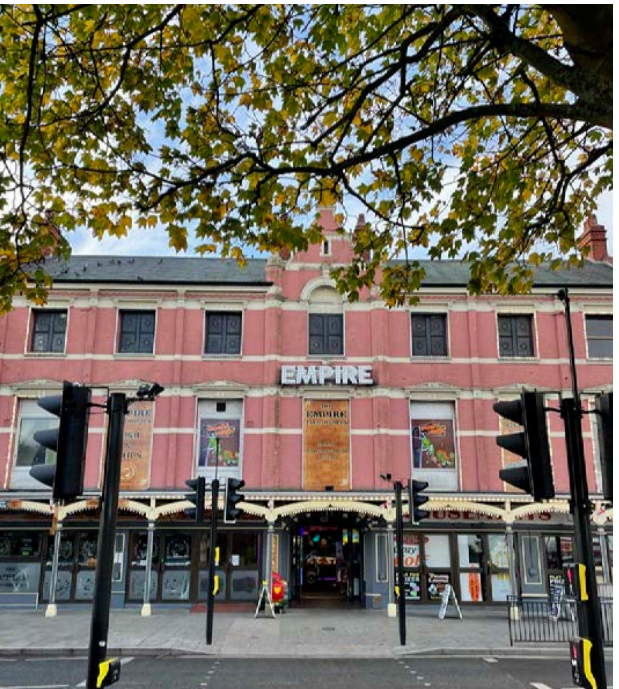
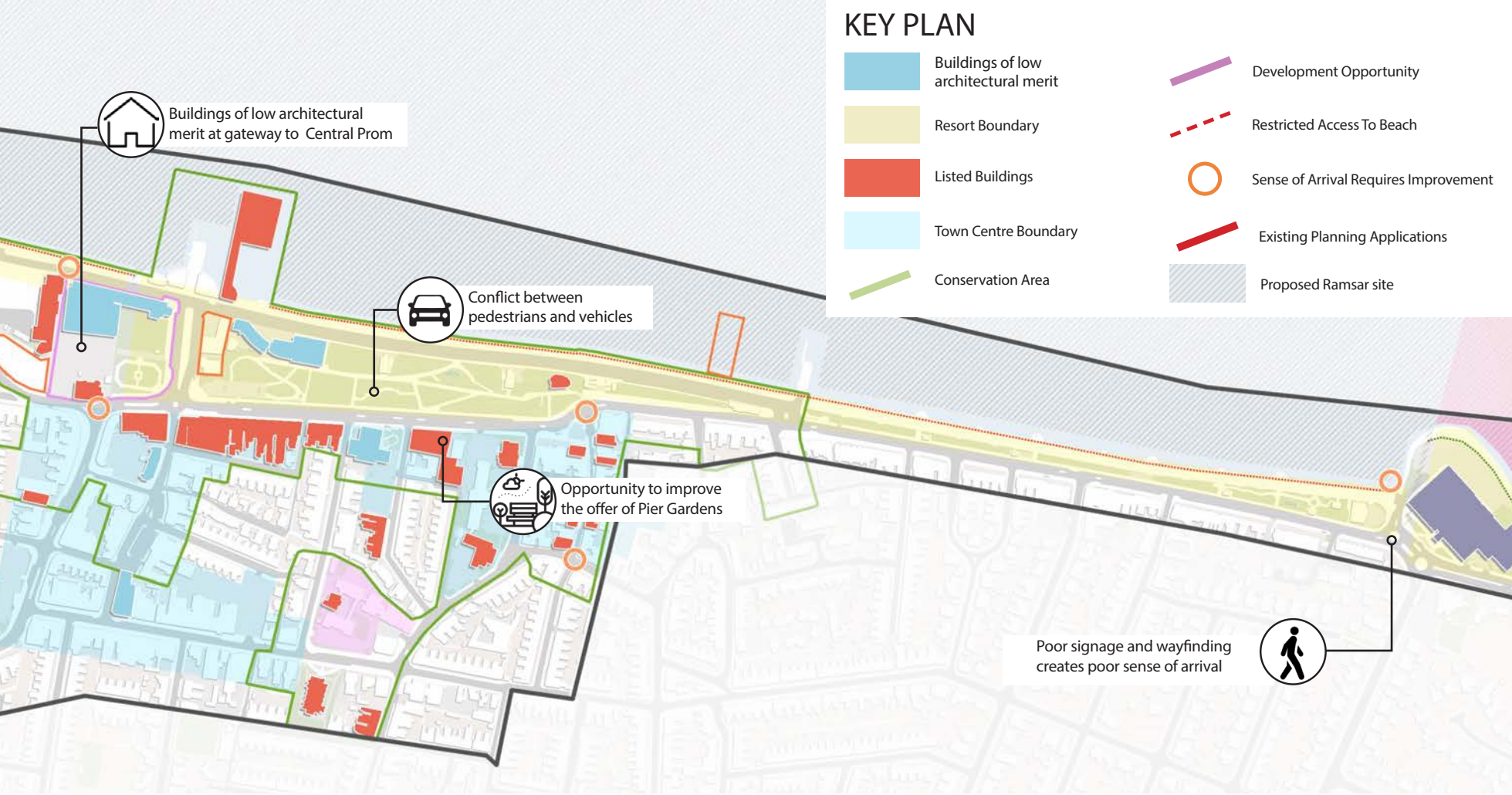
Central Promenade – Pier to Brighton Street Slipway – is currently popular with walkers, runners, cyclists, and beach day-trippers. There are several cafes and take away options along the promenade, but the offer is limited. Improvements to public realm – seating, lighting, wayfinding, public art etc. would be beneficial, whilst retaining the traditional Victorian character and charm. Rationalisation of bin storage is required in areas.



Pier Gardens, the linear park raised above Central Promenade is a hidden and an underutilised gem of a public green space that could offer so much more to residents of, and visitors to Cleethorpes. Attractions include crazy golf, a maze, and young children’s play area. There is opportunity to expand and enhance this offer. Seafront views from the gardens are not celebrated to the extent they could/should be, and in places more recent development obstructs views. The scale of Alexandra Road, and infrequent pedestrian crossings, results in a disconnect between the town centre and seafront and creates an environment that does little to celebrate both the gardens and heritage buildings along Alexandra Road.

Key Considerations:

- Future developments: RNLI and Former Waves Site
- Safe transition route from the Town
- Sense of arrival from Train station
- Celebrating the Alexandra Road buildings
- Lack of quality family attractions
- Poor connectivity with the beach
- Vehicle and pedestrian conflict
- Opportunity for a traffic free route from the train station to Sea View Street.





St Peter’s Avenue is the retail heart of the town centre, with wonderful mature trees, eclectic, and historic buildings, though inappropriate shop front signage results in a cluttered appearance in places. The pedestrian journeys to St Peter’s Avenue from the sea front, and other popular shopping areas such as Sea View Street, are currently poor. Market Square acts as a link between St Peter’s Avenue, and the pier and promenade. It has the bones of a traditional market square, but this has been lost, with its primary use currently being a car park. The Market Square has the potential to become a vibrant public space, with weekly markets and al-fresco dining.

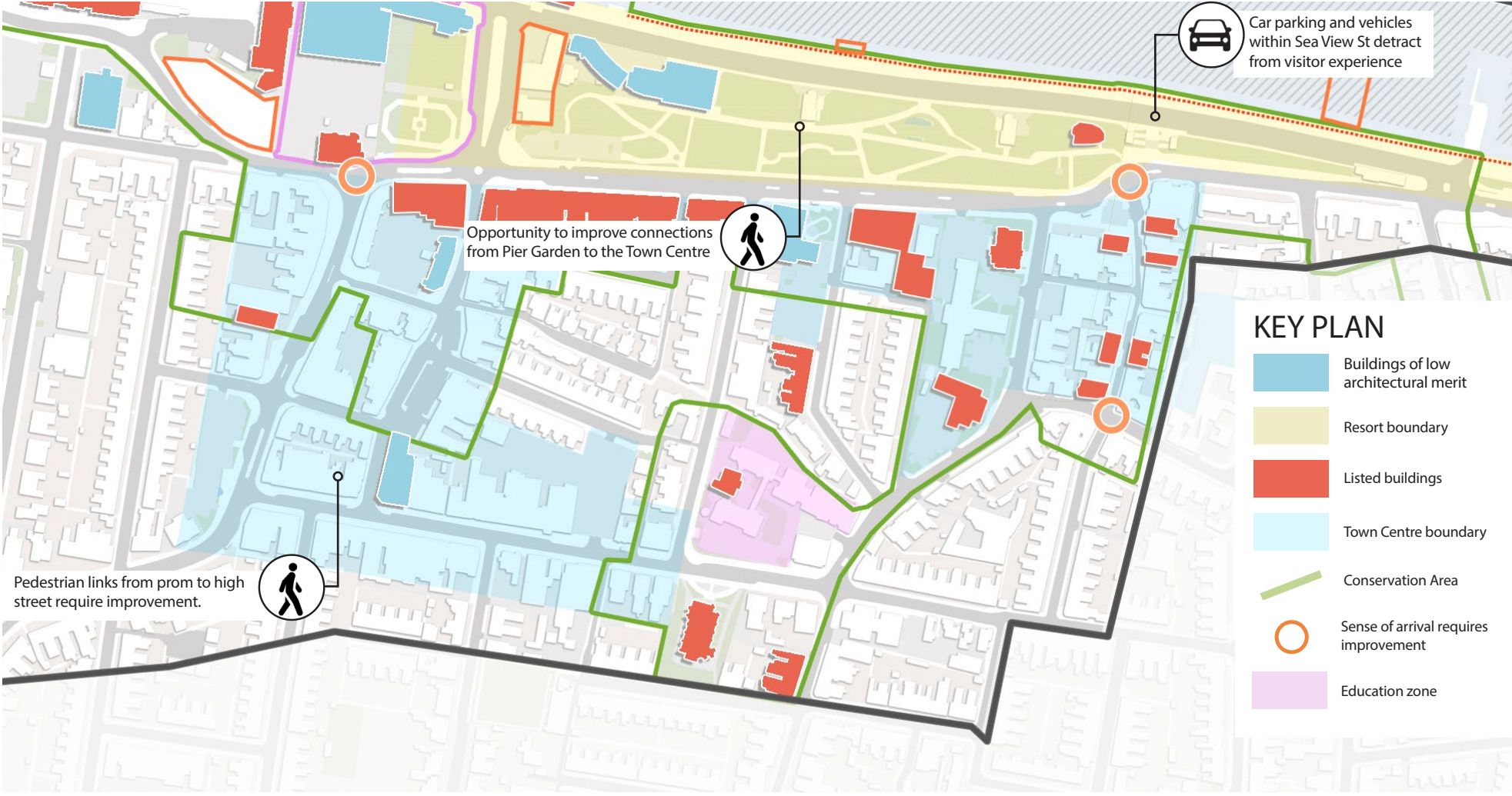


Sea Road and the new development site have the opportunity to be an extension of the promenade, that encourages discovery of the town centre, the Pier Gardens and along Alexandra Rd to the Sea View Quarter. This can be the start of the Pier to South Promenade circular route that takes in all the town centre / town centre edge assets and supports the economy. Currently the assets are tantalising but there are too many barriers to a human-centred experience.

The Sea View Quarter is home to some of Cleethorpes most loved independent, local shops and businesses. There is currently little opportunity for these businesses to spill out and activate both Sea View Street and Cambridge Street. The car parking area at the top of Sea View Street/Alexandra Road, has potential to be utilised as a public space, providing opportunities for small scale events, and spill out for the businesses cafés/restaurants/bars on Sea View Road. We note that this area was previously considered an option for the car park to become a plaza, and although this was not implemented, there may be an opportunity to revisit this and also the potential for pedestrianisation along Sea View Street.

KEY CONSIDERATIONS:

- Opportunity to reinstate the historic Market Square
- Stengthen pedestrian link to promenade
- Define a “retail loop” linking St Peter’s Avenue to Sea View Quarter
- Opportunity to revist the option to pedestrianise Sea View St and remove traffic from the “NatWest” Square
- St Peter’s Avenue has poor public realm and uncoordinated shop signage





The pedestrian journey to Cleethorpes South Beach and sand dunes begins with a visible and physical barrier - a high concrete wall outside the leisure centre – which does little to encourage exploration of the great walks and landscape beyond. The path through the Humberston Nature Reserve to ‘The Fitties’ boasts fantastic views of the SSSI, and is well used by walkers, runners and cyclists.

South Beach has different character to the other areas of Cleethorpes; it is a lot greener and natural and a more open environment with more space between activity locations.

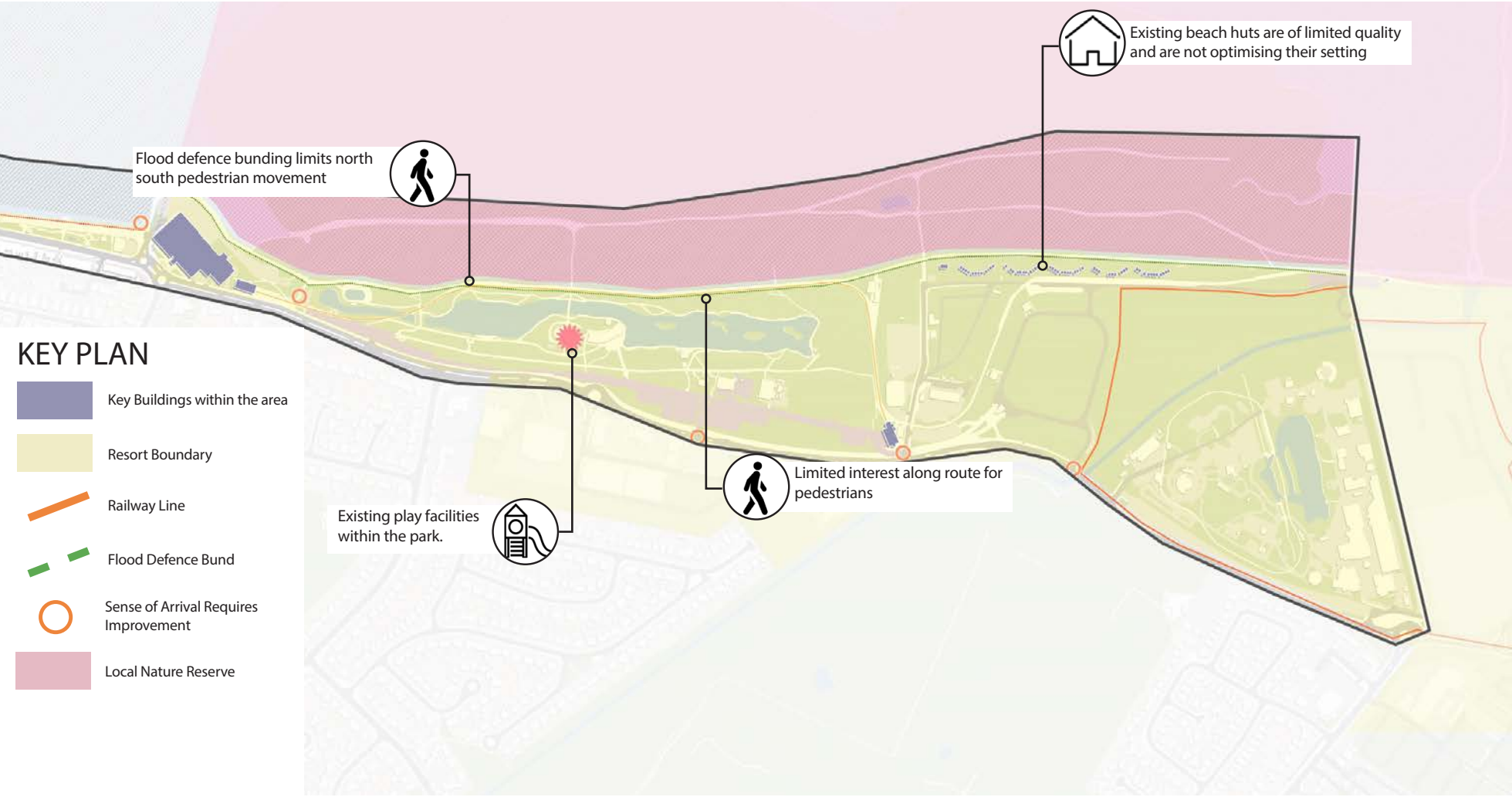


A raised flood bund physically and visually fragments the coastal path from the boating lake area, creating two separate character areas and restricting permeability. The coastal footpath route would benefit from additional wayfinding to inform users of their location and route options. Occasional activities dotted along the coastal path would provide rest and play points for families.

The miniature railway line is a fun sustainable form of transport. Its private owners are investigating the potential to extend the line. With some level of investment its range can be increased to create linkages as far north as the Leisure Centre and south, to the Fitties.

South Beach also contains long term lease beach huts. Although they are of poor architectural merit, their position and potential for improvement is significant. South Beach offers a more peaceful character than other areas of Cleethorpes and the idea of high quality overnight beach huts located adjacent to the beach would be an extremely attractive accommodation offer.

- Key Consideration:
- Improve beach hut provision
 - improve wayfinding and circulation
 - Interventions to celebrate the area’s heritage, environment
 - and the Greenwich Meridian Line.
 - All proposals to consider the environmental designation’s constraints
 - Opportunity for more activity and places to meet / rest
 - Improve footpath surfacing and street furniture
 - Address movement around the Leisure Centre



04

Consultation

Consultation

P41

To deliver a Vision and Masterplan that is inclusive, accessible and provides for the needs of all sectors of the community, it is essential that it is based on fact, local knowledge, and community aspiration. The Vision and Masterplan are supported by substantial public consultation process including a public survey with over 2700 completions, supplemented by a series of group, and public drop-in engagement sessions.

2737 survey completions

age breakdown

<25	7%
25-34	14%
35-44	19%
45-54	22%
55-64	24%
65-74	14%
>74	3%

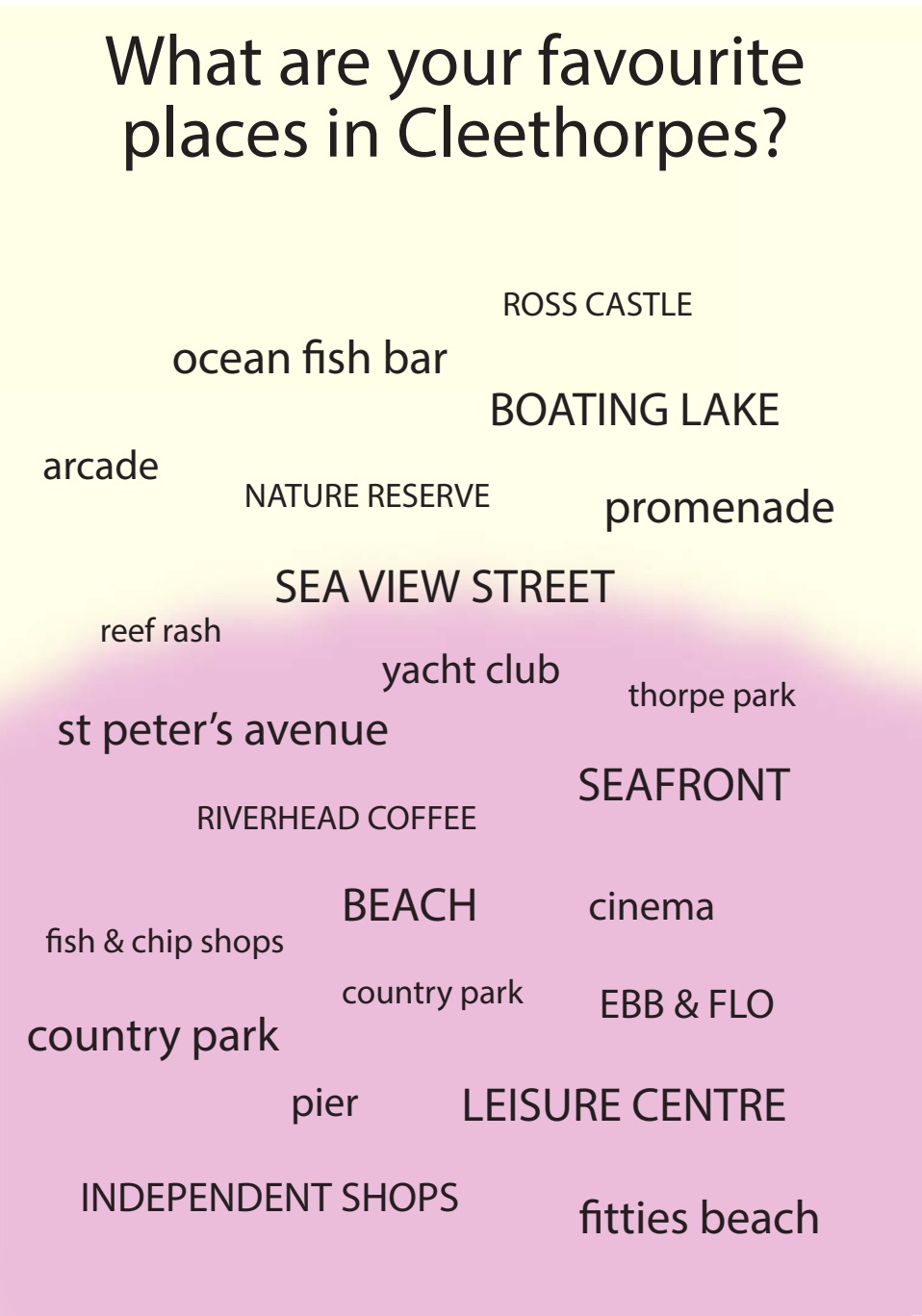


44%
of respondents
live in
Cleethorpes



60%
of respondents
travel to the town
centre and/or
seafront by car

It’s well documented how Covid-19 has accelerated economic, social and physical trends that towns were already witnessing, and altered the way people live, work, shop and socialise. The pandemic has brought about a surge in local purchasing, it has highlighted the importance of human interaction, and the need for places to socialise, eat, play, and enjoy. Places that will effectively ‘bounce back’ are those that ‘react’ and identify ways to maximise these evolving habits. The public survey underlines this. Resident’s value the towns independent shops, cafes and restaurants, its public spaces, and leisure facilities. However, the survey also highlights several weaknesses – a lack of leisure facilities, restaurants, and places to socialise, particularly for young people.



Key Messages:

• Cleethorpes’ natural assets (beaches), seafront, outdoor leisure, and local independent shops, cafés, restaurants, and businesses are what survey respondents feel make the town special.

• Respondents feel Cleethorpes lacks sufficient public toilets, entertainment, restaurants, outdoor leisure, and activities for children and young people.

• Respondents identified North Promenade and Wonderland as key opportunity areas.

• Those that travel to Cleethorpes by foot spend, on average, up to the three times more than those travelling by car

• Just 4% of survey respondents visit the town centre and/or seafront by bicycle. Whilst two thirds of respondents feel Cleethorpes requires additional cycle parking facilities.

• Less than 50% of survey respondents agree that there is currently a good range of overnight stay options in the town. This drops to 40% amongst visitors.

• Young people tend to visit Cleethorpes town centre and seafront to meet with family and friends, and for the nightlife more than the average respondent, and visit less for exercise and to shop. This indicates a change in habits of younger generations, where they use their town to socialise and for entertainment rather than to shop.

• Top 3 priorities for the future include more places to eat and drink overlooking the water, better public spaces to hold events and festivals and better facilities for leisure activities such as urban sports and watersports. An indoor concert venue, more child friendly spaces, infrastructure that gives permission to enjoy the natural environment, and more green spaces are also considered priorities amongst survey respondents.

• Almost 70% of survey respondents aged under 25 feel Cleethorpes needs better urban sports and watersports facilities. More places to eat and drink overlooking the water and better spaces for events, as well as spaces to ‘hang out’ are also a priority for young people.

05

The Vision

Vision
Principles

P45

Based on key strengths and opportunities highlighted in the baseline study, priorities for change identified by the local community, national trends, and societal direction of travel, we believe Cleethorpes must aspire to be:

Enterprising

A place that supports entrepreneurialism and independent trading. Where start-ups and small businesses can establish and thrive.

Social

A place that encourages social interactions, providing opportunities to meet, relax and have fun for residents and visitors of all ages.

Healthy

A place that prioritises the mental and physical wellbeing of its community, and actively seeks to address the climate emergency.

Inclusive & Welcoming

A place with a varied social, leisure, and entertainment offer with broad appeal. A place where all residents and visitors feel safe and comfortable visiting. A place that provides a diverse range of overnight stay opportunities.

Progressive

A place that protects and enhances its natural and built heritage assets whilst embracing purposeful, ethical, and sustainable development.

Distinct

A place that celebrates and strengthens the characteristics that make it unique.

Enterprising

Sea View Quarter, Alexandra Road, and North Promenade are home to many of Cleethorpes much loved, local independent businesses. The Vision enhances connectivity and prominence of these businesses through public realm improvements and a cohesive wayfinding strategy.

The Vision creates a ‘town centre promenade’ by proposing public realm interventions that encourage the large numbers of people using Cleethorpes’ seafront promenade to explore and support Cleethorpes’ entrepreneurial independent traders. This can be achieved by encouraging movement through a pedestrian friendly, and animated Market Place, along St Peter’s Avenue, on to explore the Sea View Quarter, and then completing Cleethorpes circular route of independent traders by enjoying the evocative Victorian architecture and Pier Gardens of Alexandra Road.

A local priority for the town centre is to increase the number of local, independent businesses. The Vision seeks to create opportunities for further independent businesses to establish in the town. The Vision provides more space for events and markets, providing more opportunity for local, start-up businesses to trial trading in the town centre, further promoting Cleethorpes reputation for independent retail.



Social

Successful towns are ones that bring the local community together to partake in social activities and share experiences. They are places where residents and visitors choose to gather for eating, drinking, leisure, culture, and community activities. It is widely recognised that social activity helps reduce social isolation, improve the emotional and physical health of the communities, and has a positive impact on town centre economies.

The Vision acknowledges public demand for outdoor eating, drinking and socialising opportunities. It enables and encourages spill out from cafes, bars, and restaurants in Market Street and Sea View Quarter. The Vision also provides opportunities for additional food and drink businesses along North Promenade and improves the evening offer supporting Cleethorpes night-time economy.

Evidence shows that young people tend to go to Cleethorpes to meet family and friends, and for the nightlife more than the average respondent, and visit less to shop. This indicates a change in habits of younger generations, where they use their town to socialise, and for entertainment. The Vision prioritises improving existing, and creating new public spaces for events, activities, or simply for people of all ages to ‘hang out’ and socialise in.



Healthy

A healthy town places people and the natural environment above everything else and is dedicated to persistently improving the physical and social, and economic environments of a place.

Evidence shows that those that walk, or cycle are likely to spend more money in town, and frequent the town’s shops, cafes, and restaurants more often. The Vision seeks to reduce car uses and promote active travel choices within the town centre and along the seafront. A review of vehicular access and parking at Market Place and Sea View Quarter will contribute to creating a more pleasant environment for pedestrians and increase the opportunity for social activity such as outdoor dining, public events, and markets. The Vision also realigns areas of parking from North Promenade, allowing vehicle access solely for deliveries maintenance and emergencies, creating an expansive public space, with direct access to the beach, animated by a mix of leisure and recreational uses that promote social interactions and physical activity, and providing an environment where businesses can thrive.

The Vision promotes the use of the seafront for wellbeing and exercise. It promotes the North Promenade as a hub for sport, leisure, and physical activity. Proposals for a seafront skatepark will allow for young people to come together, socialise, and participate in informal recreation. Improvements to surfacing and public realm will make North Promenade a better place to run, walk and cycle along.

Pier Gardens will provide improved play for younger children, with equipment that encourages physical play that raises curiosity, built using sustainable materials that enhance the natural environment. Proposals for the Gardens include creating a series of landscaped spaces for rest and contemplation, and the introduction of more wildlife friendly plant species to improve biodiversity.

The Vision promotes the exploration and use of South Beach for wellbeing and exercise. Wildlife trails, picnic opportunities, more seating, and play and exercise in keeping with the natural environment, are amongst amenities the public would like to find here. Local priorities also include increasing town centre greenery and street planting and increasing biodiversity. The Vision pictures more street trees and raised planters throughout the town centre.



Inclusive & Welcoming

The Vision for Cleethorpes creates a town centre and seafront where all residents and visitors feel welcome and inspired to spend time in. The Vision and Masterplan identify three distinct seafront districts; Central Promenade providing a traditional British seaside Victorian heritage experience loved by much of the population; South Beach providing bountiful opportunities for health and wellbeing activities and providing natural beauty and solitude for residents and visitors seeking this element of a coastal experience; and North Promenade providing opportunities for a new generation to create a progressive culture focused seafront. Add to that a much-loved town centre independent retail, café, and restaurant community which the Vision proposes being linked by a ‘town centre promenade’, Cleethorpes has an almost unique opportunity to be an inclusive and welcoming place for all.

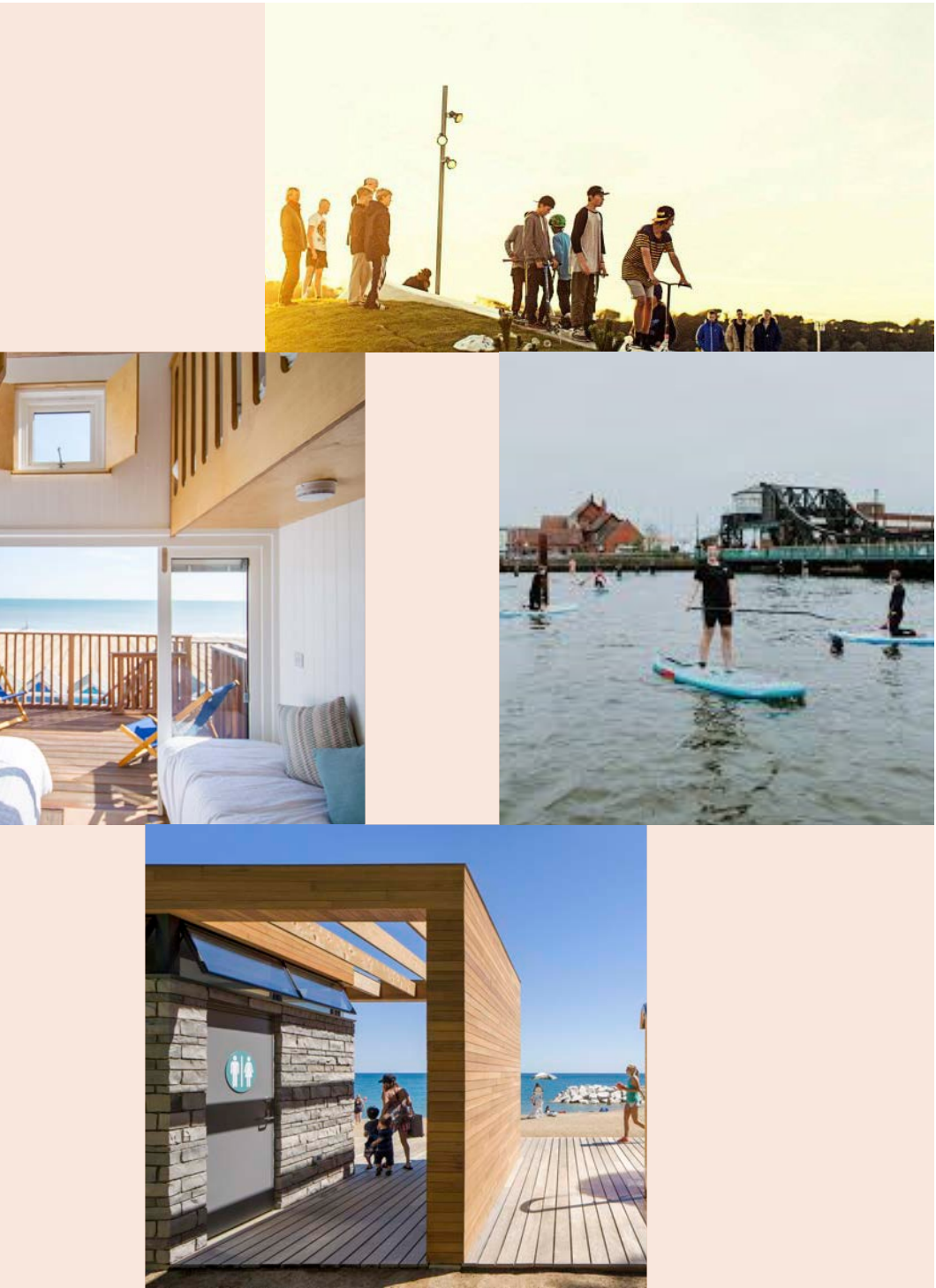
The top 5 priorities for Cleethorpes’ residents relate to improving the leisure, entertainment, and cultural offer. The Vision increases and improves the variety of places to eat, drink, socialise, play, exercise, and relax. Only 25% of survey respondents agree that there is currently a good range of leisure activities on offer in Cleethorpes. The Vision broadens the seafront leisure offer, promoting the growth in water-based leisure, urban sports, and building on the success of local

leisure-based business. Young people place a higher priority than any other age group on the provision of outdoor space for leisure activities. The Vision makes the provision of leisure activities for younger people a priority.

The Vision improves pedestrian permeability through public realm improvements and implementation of a cohesive wayfinding strategy, creating a more ‘walkable’ town centre and seafront that welcomes exploration. The Vision also improves arrival spaces, enhancing initial perceptions of the town.

The public survey highlights the need for improved public toilet provision along the seafront. High quality public toilets will make it easier for younger children, women, disabled and older people to visit Cleethorpes.

Less than 50% of survey respondents agree that Cleethorpes offers a good range of overnight stay options. This drops to 40% amongst visitors. The Vision seeks to improve and diversify the provision of overnight stay opportunities.



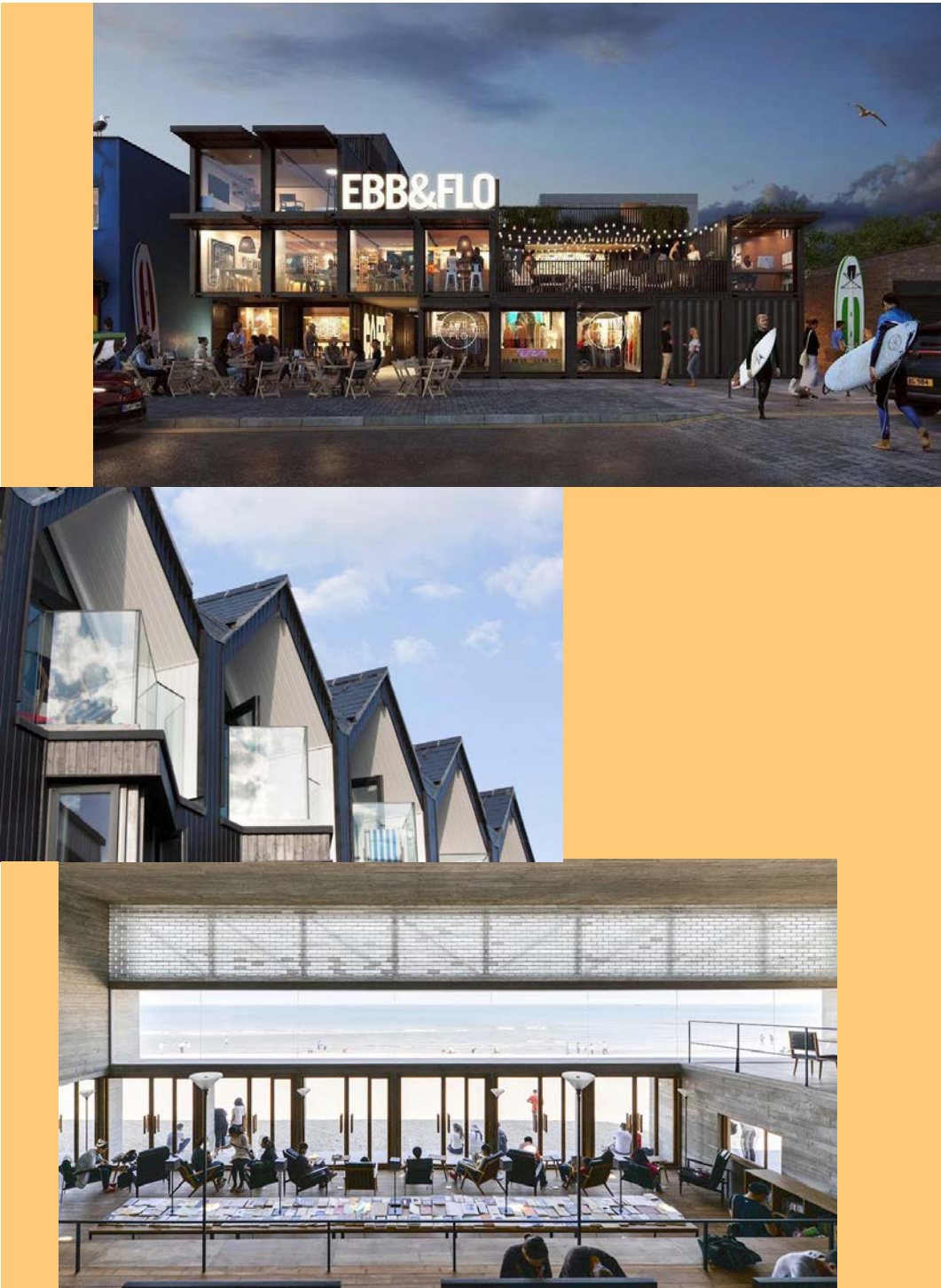
Progressive

The Vision promotes progressive development opportunities that can act as the catalyst to retain younger generations and attract a new generation of entrepreneurs to put down roots in the town, helping to build Cleethorpes’ ‘brand’ as a future facing, go-to destination for new a generation of visitors.

The Masterplan is progressive by proposing:

- a focus on learning, culture, fitness, sustainability and wellbeing
- supporting two of the UK’s fastest growing ‘board’ focused sports, paddleboarding and skateboarding (which after the recent British Olympic successes is receiving significant investment).
- opening opportunities for the town to capitalise on the staycation boom by creating waterfront accommodation and zero carbon beach huts

- promoting independent entrepreneurial opportunities in the town centre and on the sea front
- encouraging a more active community with landscape proposals and interventions that prioritise and health and wellbeing



Distinct

The Vision promotes the seafront as three distinct areas: North Promenade, Central Promenade, and South Beach. It acknowledges the distinguishing characters that makes each of these are unique and makes best use of them to provide a diverse range of leisure, recreation, cultural and economic opportunities to appeal to a wide breadth of society.

Indisputably, the celebrated waterfront and uninterrupted views of the Humber Estuary SSSI a defining feature of the town. The Vision seeks to increase opportunities for locals and visitors of all ages and abilities to experience and enjoy the waterfront and associated views. Proposals include improvements to public realm, wayfinding, lighting, and seating; additional infrastructure such as raised viewing platforms, outdoor classrooms and picnic spots in keeping with the natural environment; more opportunities for seafront cafes/ restaurants overlooking the Humber; widening the leisure offer; and providing more opportunities for overnight seafront stays.

The Vision is for a distinct town centre encompassing St Peter’s Avenue, Sea View Quarter, Alexandra Road, and a revitalised Market Place, that further supports and builds on the Cleethorpes independent spirit.



