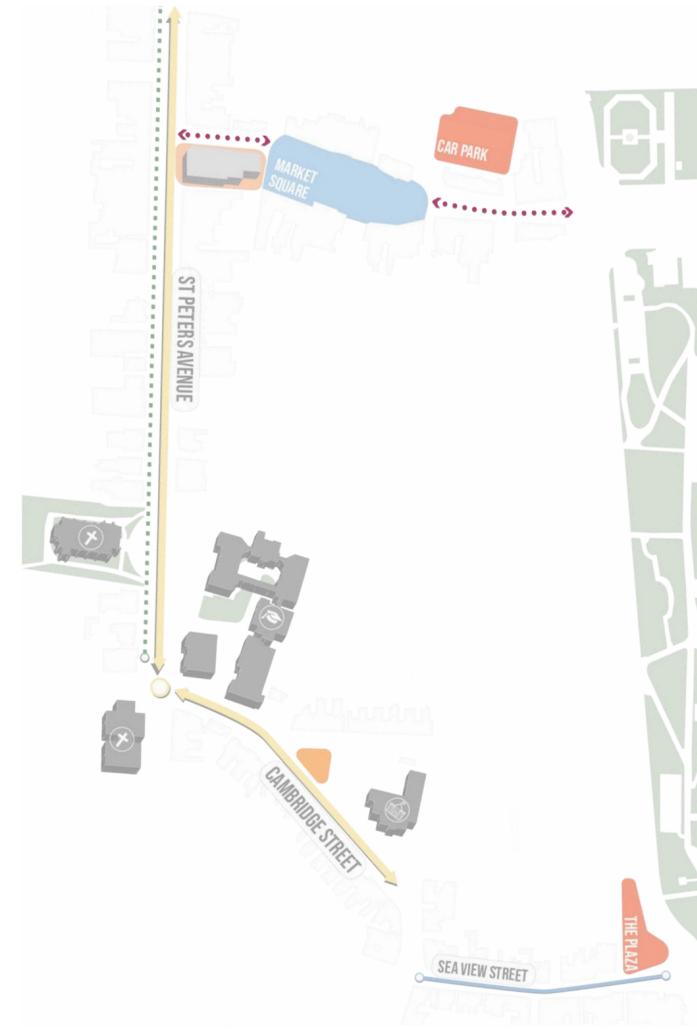


Opportunities Plan:



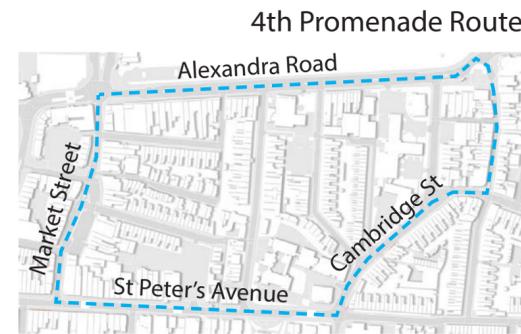
2) This is identified as a potential opportunity site which would add value to the wider concept idea for Market Square and would require a dialogue with the landowner.

3) A key section of the "4th promenade", and one that is essential to improving the connection between the town centre with the promenade, is the transition along Market Street. There could be the potential to extend the current Townscape Heritage historic property improvements along Alexandra Road, into Market Street, Short Street and St Peter's Avenue, working with freeholders to improve front facades and shop fronts. In addition to general material and street furniture improvements footpaths should be widened to encourage movement and link to the crossing (proposed in the Central Promenade chapter) outside the Empire Theatre.

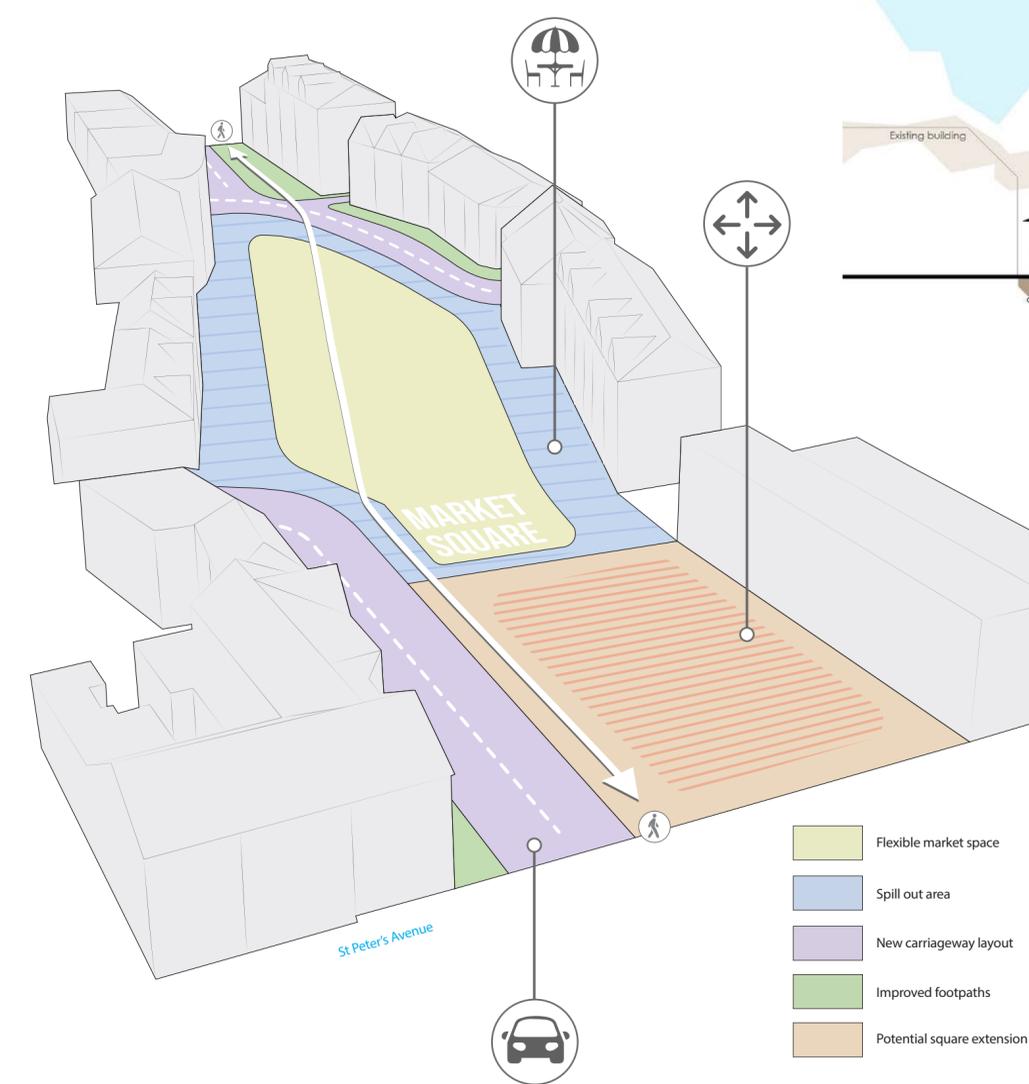
4) St Peter's Avenue is already an attractive shopping street with attractive buildings and mature trees. Interventions should focus on improving shop frontages, improving the historic streetscape and coordinated street furniture. The existing trees should be retained if possible. If not they should be replaced with semi-mature species with improved pit details to avoid future maintenance issues.

5) Considering the recent Townscape Heritage works to Alexandra Road only minimal interventions are required, including the occasional raised crossing to provides safer routes to Pier Gardens.

Interventions Precedent Images:



Market Square Design Principles Diagram



6) Cambridge Steet currently has a residential focus but could be seen as the next retail area if the market dictates. It is a key link between Sea View Street and St Peter's Avenue and the final piece of the "loop". Initial works would include the widening of footpaths and public realm works and extending the current Townscape Heritage work so that it feels like an extension of St Peter's Avenue.

7) A Cambridge Steet intervention is needed to encourage shoppers to travel from Sea View Street to St Peter's Avenue and vice versa. A visual feature and point of interest at the southern end of the Town Hall car park will create an anchor point that encourages inspection and signals that the retail route continues.

8) Sea View Street is the aspirational street within Cleethorpes, containing a mix of high quality independent retail and food and beverage outlets. The recent public realm improvements, supported by the Coastal

Illustrative Masterplan: Market Square



Illustrative Masterplan: The Town Centre



Communities Fund programme, are very successful but can be revisited to explore the opportunity to fully pedestrianise the street.

9) An additional intervention would be to revisit the idea of transforming the current car park outside the NatWest building into a formal civic square.

10) Grant Street car park would require public realm and wayfinding improvements to the route from the car park to the town centre and promenade.

POTENTIAL INTERVENTION LIST

- 1 Market Square
- 2 Dolphin Car Park
- 3 Market Street Public Realm
- 4 St Peter's Avenue Public Realm
- 5 Alexandra Road Raised Crossings
- 6 Cambridge Street Public Realm
- 7 Town Hall Car Park Intervention
- 8 Sea View St Pedestrianisation
- 9 Sea View Square
- 10 Grant Street Car Park linkages



South Beach is a hidden jewel, only really appreciated by the local community. The untouched character and open views need only a light touch to maximise its potential and protect and enhance the SSSI. Our proposals are focussed on accessibility and ensuring visitors fully appreciate what is already there.

Due to the significant environmental designations in this zone all intervention need to be treated with sensitivity to comply with the respective guidance and in order to retain its beauty, biodiversity and contribution to the environment.

South Beach is also the location of the Greenwich Meridian line and should be a consideration in the development of design concepts for all proposals.

Zone Location Plan:



Consultation Summary:

More than 50% of respondents would like South Beach to offer wildlife trails, more public seating, and picnic opportunities, a cafe or take-away offer, and play and exercise equipment constructed from natural materials. For the under 25s, improved watersports facilities are also a priority. Whilst a third of respondents feel that improved wayfinding and informative signage, and overnight beach accommodation would make South Beach a better place to visit.

“This is the undiscovered jewel for Cleethorpes - and where I head for every visit. The incidental ‘Buck Beck Beach Bench’ out on the outer ridge is a prime example of what people want - I see a train of people walking out to it, to contribute, add to it, feel, part of it, smile, be delighted. The challenge is how you ‘engineer’ these moments in an organised way.”
 “Better promotion, it’s much underrated”.
 “More information about the wildlife. Some facilities for tea/ coffee along the beach”
 “Public toilets”

Interventions Precedent Images:



1) Starting from the north the first intervention is improving access around the Leisure Centre while approaching from Central Promenade. The current arrangement discourages walkers to travel any further; the Leisure Centre building blocks any distant visual cues and acts as a physical barrier. The simplest intervention would be to introduce waymarking and signage while a more extreme project would be to make changes to the alignment of the sea wall to create a gradual curving boardwalk path that by passes the leisure centre car park.

2) The existing flood bund, located between the coastal path and the boating area facilities, currently acts as a physical and visual screen, restricting pedestrian movement. A wayfinding strategy is required to increase the area’s profile and ensure that visitors are aware of its location and can easily navigate

South Beach Design Principles Diagram



the network of paths.

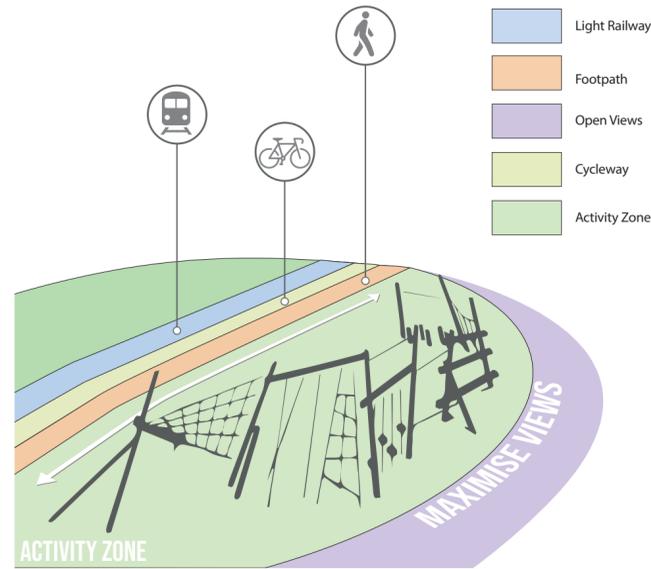
3)The footpath network would benefit from resurfacing and clearing demarcation of the pedestrian and cycle routes. Access from Kings Road also needs to be advertised and improved. A new coordinated suite of street furniture would benefit the area but must complement the existing natural character. The proposed extension of the privately owned miniature railway line to link Central Promenade to the Fitties would improve overall sustainable connections.

4) We propose to create a string of pearls along from the main coastal path, providing incidental locations for play, education and gathering. The first activity point is for an outdoor gymnasium; a raised deck, to avoid damage to the adjacent habitat, would house exercise equipment alongside seating for resting.

Interventions Precedent Images:



Activity Hub Principles Diagram:



Cross Section through Activity Hub



5) The second activity point would provide a natural play area for children. Constructed from timber, to complement the site character, the equipment will offer an element of risk to attract children of all ages.

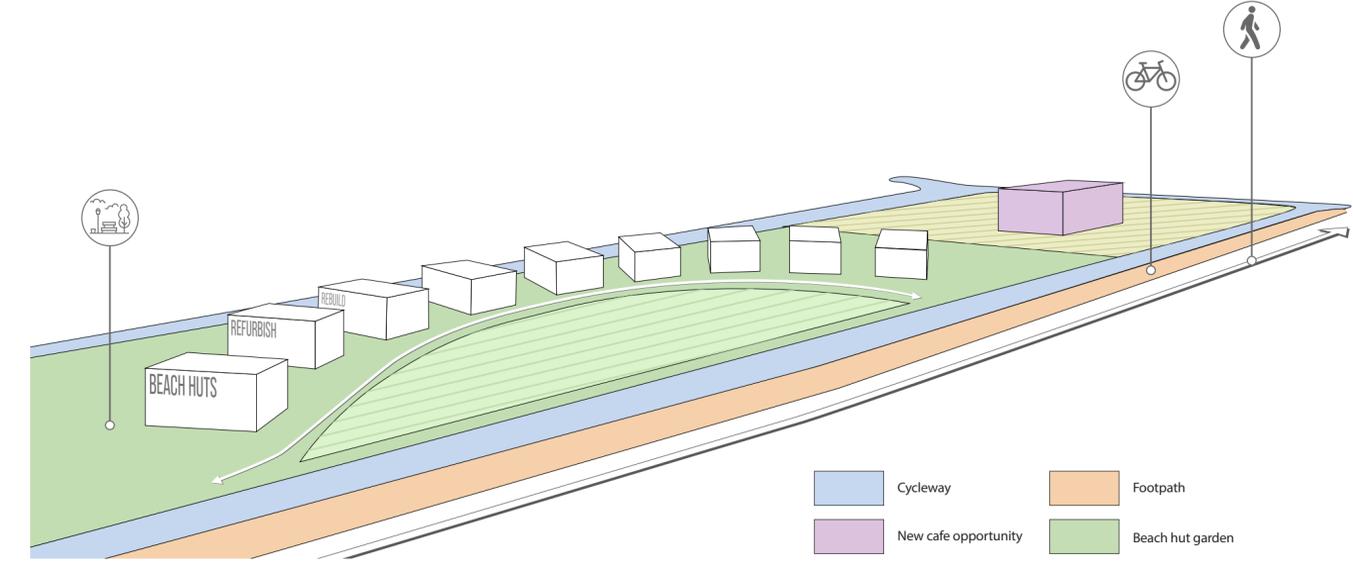
6) The third activity point will be a picnic area that can also be used as an outdoor classroom for educational tours and schools. A raised deck will incorporate seating to accommodate small groups.

7) The Brew Stop cafe is located in a prime location and, with an increase in footfall associated with the Masterplan interventions, there is an opportunity to discuss re-housing the current operators into a larger cafe style development that incorporated public toilets and outdoor dining viewing terraces.

8) A new visitors and educational centre would act as a book end at the eastern end of South Beach. Located adjacent to the car park for easy access, the centre would showcase the natural environment and be the home of the various ecological groups active in the area.



Beach Hut Principles Diagram:



9) The current area for beach huts should be reviewed to improve the offer. A small percentage of the existing beach huts should be retained and refurbished and changed to day rentals. There is also a need to make room for a new development consisting of 1 and 2 storey overnight accommodation. The grounds will also be improved to make a setting that complements the site's character while providing outdoor spaces to for use of the guests. A larger central unit can be proposed and act as a wellbeing hub to accommodate

retreats and workshops.

10) The Council owned listed signal box is a valuable reference to the site's heritage and should be celebrated. Options should be developed to test the feasibility of transforming this into an observation point to view the Humber panorama and make the most of the dark sky.

Consideration must also be given the status of the Fitties. Although not in our study area, its importance to South Beach is significant

Interventions Precedent Images:



Illustrative Masterplan: Activity Hub



POTENTIAL INTERVENTION LIST

- 1 Improved access around the Leisure Centre
- 2 Wayfinding
- 3 Footpath and furniture improvements
- 4 Activity Point 1: Outdoor Gym
- 5 Activity Point 2: Outdoor Gym
- 6 Activity Point 3: Outdoor Gym
- 7 Cafe
- 8 Visitor's and Education Centre
- 9 Overnight Beach Huts
- 10 Signal Box Viewing Point
- 11 Car Park Extension



Illustrative Masterplan: Beach Huts and Cafe



06

DELIVERY AND NEXT STEPS

DELIVERY AND NEXT STEPS

Introduction

This Masterplan sets out a comprehensive programme of proposals to be delivered across the town's four identified zones: North Promenade, Central Promenade, the Town Centre and South Beach, and provides the blueprint for the successful transformation of Cleethorpes over the next 10 years plus. However, grand ideas are no more than that if they cannot be funded.

Whilst there is clearly strong private sector interest to support the development and regeneration of the town, the Council are a key driver in kickstarting positive transformation by implementing the proposals identified within the Masterplan, with help from existing landowners as well as private developers and investors. Proactively seeking external funding from national government will be essential to successfully deliver the vision and ambitions of the Masterplan.

The council will also be responsible for securing the best results from developer contributions to deliver noticeable change throughout the town, which in turn will increase private sector interest and confidence to invest.

To take the Masterplan proposals forward, a draft delivery strategy has been prepared that outlines how each proposal identified can be delivered and funded, the proposed timescales for delivering them and the broad costs, including implementation costs and ongoing revenue expenditure costs, alongside estimated levels of income generation associated with their implementation.

The draft strategy, which requires further discussion with the Council, includes:

- Priorities and phasing;
- Delivery Strategy and Mechanisms for Delivery, including estimated costings;
- Funding and Finance.

Priorities and Phasing

Masterplans are of no value unless they can be delivered. But they are also no value if the interventions are never implemented. Building momentum and delivering vital, noticeable and positive change early on in the process is critical to preventing this from happening.

In order for the Masterplan to kickstart the delivery of proposals shaped around the desires and wishes of the thousands of people who responded meaningfully during the consultation and engagement process, the draft strategy will identify a number of short term 'wins', to be implemented within the first two years (2022 – 2024). These interventions are relatively low cost measures with low associated planning risk but will help to ease the Masterplan into action and sustain the enthusiasm amongst those living, working and visiting the town that the Council are committed to achieving the vision and ambitions for the town. They will also create additional noise and visibility sometimes required to attract funding from central



government to deliver the longer-term, more costly proposals identified and direct much-needed private sector investment towards the town.

Alongside these short term 'wins', the strategy will identify proposals to be delivered in the medium term, between 2 and 5 years (2024 – 2029), and long term, between 5 and 10 years plus (2029 onwards) ; and will identify appropriate delivery and funding mechanisms for each. However, the strategy will only provides a suggested, logical programme of implementation.

Key to the phasing of the Masterplan proposals is the ability for it to adapt to evolving priorities, the availability and approval of funding, and changing conditions affecting the baseline evidenced within the report. The delivery strategy should be reviewed annually, and updated accordingly, to reflect changing priorities, and opportunities to accelerate the delivery of medium to longer term proposals should be actively sought and encouraged for Cleethorpes to better position itself as a successful and thriving seaside town more effectively.

Funding and Finance

Delivery of the Masterplan will require support from Government and other partners and we have conducted a review of the funding options for the Council. This includes funding support through various funding programmes including the Levelling Up Fund and the National Lottery

Heritage Fund to name a couple. Whilst there is private sector investment taking place in Cleethorpes, there is a critical role for the private sector to invest in Cleethorpes town and resort. 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.

As and when projects are developed into business cases and each scheme is brought forward, the Council will fully engage and consult with the public and key stakeholders and there will be an opportunity to feedback and comments on those plans.

