

## **CABINET**

<b>DATE</b>	14 <sup>th</sup> June 2023
<b>REPORT OF</b>	Councillor Philip Jackson, Leader of the Council and Portfolio Holder Economy, Net Zero, Skills, and Housing
<b>RESPONSIBLE OFFICER</b>	Carolina Borgstrom, Director of Economy, Environment and Infrastructure
<b>SUBJECT</b>	Cleethorpes Levelling Up Fund (LUF) Projects
<b>STATUS</b>	Open
<b>FORWARD PLAN REF NO.</b>	CB 06/23/07

### **CONTRIBUTION TO OUR AIMS**

The successful delivery of the Cleethorpes Levelling Up Fund (LUF) projects will contribute to the Council's 'Stronger Economy' and 'Stronger Communities' priorities and is fully aligned to the Council Plan, Local Plan, Economic Strategy, the Grimsby Town Centre Masterplan (2020), and the Cleethorpes Masterplan (2022). The delivery of projects funded by the Levelling Up Fund bid will complement and enhance other regeneration activities across the borough.

### **EXECUTIVE SUMMARY**

This report sets out the process that will be undertaken to deliver the Cleethorpes Levelling Up Fund projects and seeks approval to contract for the required professional services.

### **RECOMMENDATIONS**

It is recommended that Cabinet:

1. Notes the plans for progressing the Levelling Up Fund projects.
2. Delegates to the Director of Economy, Environment and Infrastructure, in consultation with the Leader of the Council authority to procure and appoint professional design, technical, regeneration, including associated specialist skills, and contractors, required to progress and deliver the Cleethorpes Levelling Up Fund projects.
3. Authorises the Director of Economy, Environment and Infrastructure, in consultation with the Leader of the Council, to:
  - a. Defray the LUF grants within the terms of any conditionality.
  - b. Undertake all ancillary activity reasonably arising in support and implementation of the above recommendations.
4. Authorises the Assistant Director Law and Governance (Monitoring Officer) to execute and complete all requisite legal documentation in relation to the matters outlined above.

## **REASONS FOR DECISION**

To enable the Council to formally accept the £18.4m Levelling Up Fund grant and to progress to the projects through design, procurement and delivery.

### **1. BACKGROUND AND ISSUES**

- 1.1 LUF was announced as part of the Chancellor's budget in March 2021 and provides a competitive £4.8 billion fund which will invest in projects and infrastructure that improves everyday life across the UK. The fund aims to support town centre and high street regeneration, local transport projects and cultural & heritage assets.
- 1.2 On 23 March 2022, round 2 of LUF was announced in the Chancellor's Spring Statement and builds on the Levelling Up White paper.
- 1.3 Cabinet approved the submission of three LUF bids from North East Lincolnshire on 22<sup>nd</sup> June 2022, including a constituency bid of up to £18.4m for Cleethorpes incorporating schemes identified in the Cleethorpes' Masterplan as important strategic development locations, and deliverable within the timescales. This focussed on Market Place, Sea Road & Pier Gardens.
- 1.4 Government announced the successful second round LUF bids on 18<sup>th</sup> January 2022, which included the Cleethorpes constituency bid, which was allocated £18.4m.

#### **Cleethorpes LUF Project**

- 1.5 NELC has been awarded a total of £18.4m Levelling Up Funding (LUF) to progress with the transformation of Cleethorpes seafront, which includes the historic Market Square, regenerating Pier Gardens and delivering a multi-use, tourism focused landmark building on Sea Road. These projects form the early and crucially important first phase of the delivery of the Cleethorpes Masterplan.
- 1.6 This investment will help to breathe new life into Cleethorpes and aims to deliver an aspirational, leisure attraction for young people, and complement other private sector schemes planned in the area. The three projects will enhance key community assets that supports the whole community, enhancing it by creating more opportunities, and make it more attractive to a broader selection of the local community.
- 1.7 The three projects that form the Cleethorpes LUF bid are outlined below.

#### **Sea Road**

- 1.8 This project allows the Council to accelerate a scheme that was delayed due to Covid, and incorporates the development of a landmark, architecturally significant modern building directly opposite the entrance to the historic Pier. The scheme will provide a new tourism destination, comprising of state-of-the-art public amenities and changing facilities, including commercially lettable space across all floors of the building. Sea Road will provide

multifunctional retail and gathering spaces that serve both residents and visitors and be an important social and cultural destination, which local people can be proud of. This new social and cultural infrastructure will diversify the local economy away from concentrating on the tourist trade and create a year-round resilient economy.

### **Pier Gardens**

- 1.9 The scheme will redevelop the existing linear park at Pier Gardens, incorporating the introduction of various new activities, including elements that will make it more family orientated. plus, quiet areas for reflection, whilst retaining its historic nature. The aspiration is to create an environment accessible for a wide range of users, which will provide activities for residents and visitors alike, whilst also increasing biodiversity within the resort.

### **Market Square**

- 1.10 The rejuvenation of Cleethorpes' historic Market Square will add space for social interaction, reconnecting our busy seafront and town centre, creating jobs, and boosting the economy.
- 1.11 The scheme proposes major public realm improvements to the square and reintroduction of a functioning historic marketplace with associated improvements to the surrounding streetscape / public realm, including improved connectivity to the seafront. This project also supports the government's agenda to improve infrastructure for cyclists, pedestrians, and sustainable transport, as part of wider regeneration schemes.
- 1.12 To enable further progression of the projects, the Council will appoint relevant professional design, technical, regeneration, and associated specialist skills, to provide advice and support in developing the schemes further.
- 1.13 In relation to Market Place and Pier Gardens (noting Sea Rd has already been subject to political scrutiny and decisions making and has full planning permission), further reports on the design of the schemes will be submitted to the appropriate Scrutiny Panel and thereafter Cabinet.

## **2. RISKS AND OPPORTUNITIES**

- 2.1 Progression of the schemes outlined above will support the objectives and opportunities as laid out above which are identified in the Council Plan, Economic Strategy, Local Plan and Cleethorpes' Masterplan.
- 2.2 The Government has laid out clear timescales to defray the LUF monies, which will be challenging. However, procuring relevant professional support to the Council, including programme and cost management services, will support delivery of the projects and engagement with Government colleagues.

- 2.3 Ensuring positive stakeholder and public engagement is key to ensuring wider buy-in to the three projects and their success. Procuring the appropriate professional support will support wider engagement with stakeholders and the wider public.

### **3. OTHER OPTIONS CONSIDERED**

- 3.1. Do Nothing - The Council could choose to not progress any of the projects. However, this would mean the loss of £18.4m of LUF grant from the area and mean that the potential regeneration Cleethorpes would not be achieved, including the aspirations contained within the Cleethorpes masterplans.
- 3.2. Do Less – we could choose to limit the scale of the various projects. However, this would reduce their impact and upon the ambition of the Cleethorpes' Masterplan.

### **4. REPUTATION AND COMMUNICATIONS CONSIDERATIONS**

- 4.1. There are positive reputational implications for the Council if the bids are delivered successfully. In addition, any financial support attracted for regeneration and town centre improvements will result in improved footfall, visitor numbers, increased visitor spend, business opportunities and community pride.
- 4.2. There are potential negative implications if the plans do not proceed as outlined in this report. The Council for its part is creating credible project plans and will procure a professional development team to support it in this context.
- 4.3. The project team is engaging the assistance of the Council's Communication Team in developing this work and a Communications and Stakeholder Engagement Plan will be developed to manage any further communications and engagement. This will be developed using expertise and learning from other similar regeneration schemes around the country.

### **5. FINANCIAL CONSIDERATIONS**

- 5.1. As outlined in this report, funding of £18.4m of LUF grant has been allocated to these projects. The Council is required to contribute match funding and these allocations have been approved within the Council's Capital Programme.
- 5.2. Value for money will be achieved using the Council's procurement processes.

### **6. CHILDREN AND YOUNG PEOPLE IMPLICATIONS**

The Levelling Up Fund projects will continue the regeneration of Cleethorpes, strengthening the local economy, and improving infrastructure and transportation services which will have positive impacts on health, wellbeing, and safety within the town.

## **7. CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS**

Projects will consider and consult with environmental and climate change officers to ensure sustainability and low carbon initiatives are incorporated at every opportunity.

## **8. CONSULTATION WITH SCRUTINY**

The Economy Scrutiny Panel will be consulted on the project proposals as they develop and thereafter, appropriate Panels will be engaged in the design process for the proposed schemes.

## **9. FINANCIAL IMPLICATIONS**

These two capital schemes and the respective funding are incorporated within the revised capital programme reported for approval within the 2022/23 Provisional Financial Outturn Report, also included on this meeting agenda.

## **10. LEGAL IMPLICATIONS**

10.1. Immediate legal implications arising will be around the terms and conditions of the funding awards and the completion of funding agreements and ancillary documentation. Legal Services will support this process, ensuring the interests of the Council are protected.

10.2. As the above individual projects arise throughout the delivery phase, Legal Services will continue to support colleagues.

10.3. The delegations sought are appropriate to an exercise of this nature.

## **11. HUMAN RESOURCES IMPLICATIONS**

There are no direct HR implications.

## **12. WARD IMPLICATIONS**

This project is expected to benefit all wards and all residents living in North East Lincolnshire.

## **13. BACKGROUND PAPERS**

13.1. Council Plan – <https://www.nelincs.gov.uk/assets/uploads/2022/02/NELC-Council-Plan-a11y.pdf>

13.2. Cleethorpes Masterplan - <https://www.thinkcleethorpes.co.uk/>

13.3. Levelling Up Fund – Cabinet – 22 June 2022 – <https://democracy.nelincs.gov.uk/wp-content/uploads/2022/06/3.-Levelling-Up-Fund.pdf>

**14. CONTACT OFFICER(S)**

Carolina Borgstrom – Director of Economy, Environment and Infrastructure  
Richard Dowson – Head of Projects

**COUNCILLOR PHILIP JACKSON**

**LEADER OF THE COUNCIL AND**

**PORTFOLIO HOLDER FOR ECONOMY, NET ZERO, SKILLS AND  
HOUSING**