

## **CABINET**

<b>DATE</b>	17 <sup>th</sup> July 2024
<b>REPORT OF</b>	Councillor Philip Jackson, Leader of the Council and Portfolio Holder for Economy, Regeneration, Devolution and Skills
<b>RESPONSIBLE OFFICER</b>	Carolina Borgstrom, Director of Economy, Environment and Infrastructure
<b>SUBJECT</b>	Cleethorpes Levelling Up Fund (LUF) – Market Place Concept Designs
<b>STATUS</b>	Open
<b>FORWARD PLAN REF NO.</b>	CB 06/24/05

### **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 are fully aligned to the Council Plan, Local Plan, Economic Strategy, 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 provides feedback from stakeholder engagement and consultation undertaken during the design stage for the Cleethorpes Market Place project and seeks approval of final concept designs.

### **RECOMMENDATIONS**

It is recommended that Cabinet:

1. Approves final concept designs (as detailed within Appendix Two) for the Market Place project.
2. Delegates to the Director of Economy, Environment and Infrastructure, in consultation with the Leader of the Council, authority to:
  - a. progress and approve the final technical designs for the Cleethorpes Market Place scheme, including all detail necessary to enable reports to be presented to the Portfolio Holder for Housing, Infrastructure and Transport for implementation, regarding associated Traffic Orders that will be required; and
  - b. procure and appoint contractors to deliver the Cleethorpes Market Place scheme and thereafter to mobilise and implement the scheme;
  - c. Authorises the Director of Economy, Environment and Infrastructure, in consultation with the Leader of the Council, to undertake:

- d. submission of any planning applications for the Cleethorpes Market Place scheme that may be required;
  - e. dealing with any land matters that may arise regarding the project: and,
  - f. Commission any enabling surveys and works that might be required for the Cleethorpes Market Place scheme.
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- 3. Authorises the Director of Economy, Environment, and Infrastructure, in consultation with the Leader of the Council to deal with all matters reasonably arising from or ancillary to 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 progress the Cleethorpes Market Place scheme through to technical design, procurement of contractors and deliver in line with Levelling Up Fund requirements.

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

- 1.1 The Council was awarded a total of £18.4m Levelling Up Funding (LUF) to progress with the transformation of Cleethorpes seafront, which includes three aligned projects consisting of the historic Market Square, regenerating Pier Gardens and delivering an iconic new building on Sea Road. These projects form the first phase of the delivery of the Cleethorpes Masterplan and the three schemes combined will provide a significant impact to Cleethorpes, by creating new attractions that will encourage wider use of area between the seafront and town centre.
- 1.2 The projects awarded LUF support are all aimed at providing high quality outdoor space within Cleethorpes and improving connectivity between the seafront and town centre, specifically the creation of the fourth promenade, or 'golden loop', which links the seafront, through to St Peters, back through to sea front via Cambridge St and Sea View St. This supports key parts of Cleethorpes, creating additional economic benefit to the town, by attracting more footfall and investment to it.
- 1.3 The Cleethorpes Masterplan benefitted from significant public and stakeholder consultation which formed part of its development. The three schemes align with the challenges posed via the consultation in the creation of more activities that attract a wider range of people and visitors within the resort and support it becoming a year-round tourism destination.

- 1.4 On 22<sup>nd</sup> June 2022, Cabinet formally approved acceptance of the £18.4m Levelling Up Fund grant and on 14<sup>th</sup> June 2023, Cabinet then approved the procurement and development of designs for both the Market Place and Pier Gardens schemes (approvals to progress the Sea Road project had been obtained via a separate Cabinet decision).
- 1.5 Following Cabinet approval procurement exercises were completed to secure Design Architects for both schemes.
- 1.6 The objectives of the Cleethorpes Levelling Up Fund (LUF) schemes, align with those of the Cleethorpes Masterplan, which are to help breathe new life into the town, delivering an aspirational leisure attraction for young people, whilst aiming to act as a catalyst to attract further private sector investment to the area.. The three projects will enhance key community assets by creating more leisure and tourism opportunities and make it more attractive to a broader selection of the local community and visitors.
- 1.7 This project lies within the footprint of the hamlet of Oole which is one of the three hamlets that formed the resort Cleethorpes in the latter half of the 1800's. It links back to the historic use of space where local commerce and dwell time were a key part of the local community activity. Through the redesign of public space, this project will bring people together again, and raise awareness of Cleethorpes' unique Victorian built heritage. It links to Alexandra Road which has been the catalyst for heritage led regeneration in Cleethorpes through the successful Townscape Heritage Project. This project continues with the council's vision to further enhance and regenerate the Victorian heart of the resort and makes a vital contribution to heritage led regeneration aligned to Heritage Fund's Heritage 2033 strategy which outlines North East Lincolnshire as a Heritage Place.
- 1.8 A main contractor has now been procured for the Sea Road scheme as well as some preparatory work for the Pier Gardens scheme and is progressing as planned. This report focusses on progressing the Market Place scheme (Pier Gardens is subject to a separate Cabinet report).
- 1.9 As outlined in the Cabinet report dated 14<sup>th</sup> June 2023, the rejuvenation of the Cleethorpes historic Market Place will add space for social interaction and reintroduction of a functioning market place with associated improvements to the surrounding streetscape/public realm, including improved connectivity between the seafront and the retail areas of St Peters Avenue, Cambridge Street, Sea View Street and Alexandra Road.
- 1.10 Initial consultation was undertaken with several businesses located within Cleethorpes Market Place during November 2023 to ascertain operational and accessibility requirements. This work identified the nature of business operations within the square and operating hours, whilst also gathering initial views of those businesses towards development of the Market Place, which highlighted both challenges and positive comments.

- 1.11 In addition to the above, preliminary surveys of the square, including topographical, utilities and traffic movement were undertaken to identify constraints, and inform the concept design.
- 1.12 A parking survey was also completed to understand utilisation levels and lengths of stay regarding the car parking facilities within Cleethorpes Market Place. The parking survey identified that 23% of vehicles within the Market Place had a stay of less than 1 hour, 17% had a dwell time of 1-2 hours, 12% of vehicles stayed for 2-4 hours, and 48% of vehicles had a stay exceeding four hours. At least one further parking survey will be conducted to further inform future design stages, subject to Cabinet approval.
- 1.13 Nitrogen dioxide monitoring tubes have been installed within Market Place to enable monitoring of current gas levels and this data will be compared with future levels to evidence the reduction of these gases within this location. This data will be used to report on outcomes as part of Levelling Up Fund grant requirements.
- 1.14 Design Architects Gillespies LLP were appointed in January 2024 to deliver design proposals, up to RIBA (Royal Institute of British Architects) Stages, 1-3 for Cleethorpes Market Place.

## **Consultation**

- 1.15 The consultation process and outcomes are outlined within appendix one. This consultation supplemented that undertaken as part of the original development of the Cleethorpes Masterplan and an initial phase identified key issues and opportunities that stakeholders and the public raised. These included concerns regarding loss of parking, but also a theme emerged around consultees wanting new public realm that could incorporate event space and opportunities for “al fresco” dining. The second phase consulted stakeholders and the wider public regarding an earlier iteration of the concept designs, which showed that the majority of respondents supported them.

## **Concept Designs**

- 1.16 The concept designs are outlined within appendix two and have been developed using the original concept approved within the Cleethorpes Masterplan, as their basis. The current designs have taken the original masterplan concept and developed it into a scheme that has responded to the challenges outlined later in this report, specifically, parking and highway issues, but equally, take account of the consultation undertaken, as outlined in paragraph 1.15.
- 1.17 The concept designs, show the creation of brand-new public realm within Cleethorpes Market Place, incorporating hard and soft landscaping, creating flexible space for events, markets, public art, and al fresco dining, , whilst also improving the square to encourage more footfall and dwell time within it.
- 1.18 In addition, the designs respond to the challenges identified by the consultation, for example, meeting business requirements regarding servicing, and loading.

In addition, they also take account of wider issues, including dealing with the prevailing wind conditions and supporting residents living within the adjoining streets. Examples of how the concept designs have responded to these issues are:

- Inclusion of loading bays within the scheme; and
- Planting/public art that aims to counteract the prevailing wind conditions.

- 1.19 Subject to Cabinet approval, the designs would be developed further to RIBA Stage Four technical designs, which incorporates developing the concept designs into more detailed designs, including, for example, types of materials, which can then form information to be used for the procurement of a contractor. As part of this process the design team would continue to work with local businesses to further refine servicing, delivery, and collection matters.

### **Highways & Car Parking**

- 1.20 Two key issues relating to the proposed designs for Market Place are potential changes to the highway system operating within the area and car parking.
- 1.21 Separate to this report, Traffic Orders will be needed to be decided upon by the Portfolio Holder for Housing, Infrastructure, and Transport, for implementation in phases, regarding the Cleethorpes Parking Scheme, and The North East Lincolnshire Borough Council (Restrictions on Manoeuvre: One Way Only).
- 1.22 These orders, if implemented, would introduce resident parking permits and new one way only systems to several of the streets that adjoin Cleethorpes Market Place, and complement the proposed concept designs.

### **Proposed Highway Changes**

- 1.23 The proposed designs for Cleethorpes Market Place, will, subject to further consultation, require additional Orders that will align with those outlined in paragraphs 1.21 & 1.22, but at present it is anticipated that the following will need to occur:
- introduction of limited vehicular access to Market Street between Short Street and Cosgrove Street;
  - reversal of the current one-way system on Market Street, to run westwards between Dolphin Street and Alexandra Road;
  - reversal of the current one-way system on Cross Street, to run northwards between Market Street and High Street; and,
  - introduction of a new one-way system on Short Street, to run eastwards from St Peter's Avenue to Cross Street.

### **Proposed Car Park Changes.**

- 1.24 The proposed concept design removes the current car parking provision from the Market Place. To support businesses within Cleethorpes town centre, including the Market Place and St Peters Avenue, alternative provision is proposed, as outlined in the following paragraphs of this report. The

engagement process highlighted concerns regarding the proposed removal of parking from the Market Place. However, of note is that a majority of businesses that the Council engaged with indicated their support regarding the removal of car parking from within Market Place.

- 1.25 The proposed concept designs retain a small number of bays, which will provide loading provision for businesses within the Market Place, to assist with loading and deliveries.
- 1.26 The consultation process also highlighted support for the introduction of short-stay car parking near to Market Place.
- 1.27 Car parking provision across Cleethorpes is outlined in appendix three, with several car parks and on street parking bays within close reach of the Market Place, including Grant Street, St Peter's Avenue, etc.
- 1.28 In addition to the provision outlined in paragraph 1.27, a new car park is being introduced, behind the Old Vic Public House on Station Road. This facility will ensure there is no discernible loss of parking spaces to the number that is currently available within Cleethorpes Market Place. The Old Vic Car Park will use the existing North East Lincolnshire Council parking tariffs that exist within Cleethorpes.
- 1.29 To further support businesses within Cleethorpes Market Place and St Peter's Avenue, it is proposed to introduce short-stay only parking within the existing High Street Car Park. High Street Car Park has 53 parking spaces and is currently subject to the North East Lincolnshire Council car parking tariffs that exist within the resort (2024/25 tariff is £2 for 1 hour, £3 for 2 hours, £4.50 for four hours, and £6 for eight hours). It is proposed that the tariffs for up to 2 hours parking remain as per the current arrangements, but that the maximum stay be limited to two hours only.
- 1.30 To support the proposals outlined in paragraphs 1.28 and 1.29, the scope of the Market Place project will be increased to incorporate both Cross Street and Osborne Street, which will enable improvements to the public realm within these streets and align them with both the existing improvements made previously to High Street and the Market Place proposals. Furthermore, improvements to Cross Street and Osborne Street will improve the thoroughfares linking both High Street and the Old Vic car parks with the Market Place, including new signage directing pedestrians accordingly.
- 1.31 It is further proposed to review short-stay parking bays located on Osborne Street and Cross Street in consultation with nearby residents and businesses, to ensure the right mix of short stay parking, loading and drop off opportunities exists to meet business and residents' needs.
- 1.32 Annual car parking income for 2023-24 indicated that approximately 51% was generated by stays of two hours or less, within the Cleethorpes High Street Car Park. It is anticipated that users of High Street who stay for longer than two hours would migrate to the new Old Vic Car Park, ensuring the provision is still consistent and there is no loss of revenue to the Council.

- 1.33 The introduction of short-stay only parking at High Street, plus the introduction of a new car park at the Old Vic, will mean that there is no discernible change in the car parking capacity within Cleethorpes. In addition, the introduction of a dedicated short-stay only provision within the High Street Car Park and review of parking options on Cross Street and Osborne Street, would support businesses both within Market Place and St Peter's Avenue, allowing customers to park close by, even when the resort is busy.
- 1.34 The proposed changes to the highways and car parking outlined in this report would support implementation of the proposed concept design for Market Place and are in line with the vision derived from the Cleethorpes Masterplan.

## **Procurement**

- 1.35 Gillespies LLP has prepared drawings to RIBA Stage 3 for the Market Place scheme, which subject to Cabinet approval will then be developed up to RIBA Stage 4 technical designs, which will enable the preparation of tender documentation to procure contractors to undertake the works.
- 1.36 The procurement process to procure contractors for both schemes will be compliant with the Council's normal procurement procedures.

## **Planning**

- 1.37 As part of the detailed technical design stage, the design team is consulting with the Council's planning department to determine what, if any, planning applications will be required for the Market Place scheme. If any applications are required then they will be submitted as soon as possible.

## **Programme**

- 1.38 Subject to Cabinet approval, it is proposed that design of the RIBA Stage 4 designs outlined above, proceed immediately, which would mean procurement of contractors could commence in Autumn 2024, with construction commencing during winter 2024/25.

## **2. RISKS AND OPPORTUNITIES**

- 2.1. The key risks associated with progressing procurement of a construction contractor and submitting a planning application are:
- additional costs relating to the development arising;
  - the Council not been able to appoint a suitable construction contractor;
  - scheme designs not being achievable;
  - not securing, or delayed planning approval (if required);
  - delays to the scheme putting funding at risk;
  - loss of car parking provision to Market Place; and,
  - reputational risk if Market Place is adversely affected by the scheme.
- 2.2. The Council is using appropriate professionals to oversee the detailed technical

design, and procurement processes will follow the Council's procurement procedures. An experienced contractor will be procured to conduct the works.

- 2.3. The design team will provide assurance regarding potential additional costs (including inflation and risk contingencies) that might arise. However, it is important that the project proceed as planned, because delays in both procurement and planning will increase the risk of increased costs through inflation and supply chain issues.
- 2.4. In addition, initial ground investigations works have been undertaken for the scheme, however more intrusive ground investigations could uncover additional unforeseen issues. A risk-based approach to project management is in place to ensure that any unforeseen risks are appropriately managed.
- 2.5. The risk of not securing an appropriate contractor can be mitigated by commencing procurement as soon as possible. The project team will work with the North East Lincolnshire Council's procurement team to identify the best methodology of procuring a contractor. This will also provide further assurances regarding the project's timeline and costs.
- 2.6. The proposals have been subject to public consultation and engagement with key stakeholders, as outlined earlier in this report. Should the scheme require planning approval then the planning process will ensure further consultation.
- 2.7. To mitigate risks in relation to changes to the highway within Market Place, the scheme has undertaken various engagement events with highways and transport colleagues to review the concept design and mitigate any potential issues.
- 2.8. To mitigate potential loss of car parking spaces within Cleethorpes and short-stay options for Market Place, exploration of short-stay parking options are being proposed, as outlined earlier in this report, namely bringing the Old Vic Car Park into operation, to ensure no net loss of parking provision, and introduction of short-stay only parking is introduced within the High Street car park, Cleethorpes.
- 2.9. Allied to the issue highlighted in paragraph 2.8, the Council and design team will collaborate with key stakeholders, such as businesses, within Market Place to try develop joint solutions to issues that might cause reputational risks, should the scheme negatively impact on them.
- 2.10. Opportunities arising from the project include:
  - enhancement of our place for the local community and visitors alike;
  - increase civic pride and engagement with heritage by maximising the potential of Cleethorpes resort, building on existing projects such as the Townscape Heritage Initiative and Coastal Communities;
  - significant opportunities to increase the number of visitors to Cleethorpes, attracted by the new leisure facilities and activation events, including

markets, etc, which will attract additional investment to the town and wider borough; and,

- Improving economic impact for the tourism and visitor economy sector achieved through better connectivity from the promenades to the retail areas.

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

- 3.1 Do Nothing – The Council could choose to not progress with the project. However, this would mean the loss of the LUF grant from the area and mean that the potential regeneration for Cleethorpes will not be achieved, including the aspirations within the Cleethorpes Masterplan.
- 3.2 Do Less – The Council could choose to limit the scale of the project design. However, this would reduce its impact and ability to meet the ambition outlined within the Cleethorpes Masterplan.
- 3.3 Change the recommended concept design – The Council could choose not to approve the recommended concept design for the project or request alternative options. This option would cause significant delay to the project and impact delivery timescale and potentially mean the loss of the LUF grant.

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

- 4.1 The Market Place scheme has the potential to become a focal point for Cleethorpes town centre and complement the wider regeneration taking place within the town and wider borough.
- 4.2 Cleethorpes Market Place has lacked focus and is principally used as a car park or highways route to pass through. The public consultation undertaken has shown support for the proposed concept design and the introduction of a wider range of activities and uses.
- 4.3 The positive reputational implications for the Council, if the project design is approved and subsequently delivered successfully, could be significant. In addition, any financial support attracted for regeneration and town centre improvements will result in improved footfall, visitor numbers, increased visitor spend, heritage engagement, business opportunities and community pride.
- 4.4 Reputational and communication risks could arise if the scheme negatively impacts on key stakeholders within Market Place. As outlined earlier in this report, the project and design teams are engaging with stakeholders to collaborate with them and identify joint solutions to elements that might cause negative impacts, but that meets the objectives originally set out in the Cleethorpes Masterplan.
- 4.5 Communications and Stakeholder Engagement plans are in place for the scheme to manage communications and engagement.

## **5. FINANCIAL CONSIDERATIONS**

- 5.1 Levelling Up Funding has been allocated to the scheme by the Government and any expenditure above this would need to be found from Council resources.
- 5.2 Preliminary costings for the concept design are estimated to be within the allocated budget for the scheme. The costs include provisional allocations for elements of the scheme, which will be refined, if, subject to Cabinet approvals, the designs move forward to RIBA Stage 4.
- 5.3 Detailed costings will become clearer as the detailed design is worked up and tender prices received. The current cost plans outlined earlier in this report take into account the volatile inflationary construction market, which has eased somewhat, but not completely. Therefore, a risk remains should the construction market return to the extreme inflation volatility experienced c. two years ago, which could present a risk to the budget for the scheme.
- 5.4 The changes proposed will significantly change our public realm in the resort and also increase the space available for activities and events. To ensure the re-design has desired impact, it will be essential for the Council to re-assess daily operational resource allocation in the resort relating to safety, maintenance and cleanliness, as well as the Council's approach to markets, event support and coordination. The LUF scheme are expected to have a positive impact on Council revenue from increased rental income from Sea Road building and other currently empty shop units. This will provide the Council with an opportunity to offset future operational costs arising from the public realm design, subject to future business case.
- 5.5 Value for money will be achieved using the Council's procurement process.

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

- 6.1 The projects will enable activities that support young people, both living and visiting Cleethorpes, including, events, etc.
- 6.2 Young people have formed part of the consultation process, including, sessions with young people at the Trin Centre.

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

- 7.1 The project has considered and will continue to consult with environmental and climate change officers to ensure sustainability and low carbon initiatives are incorporated during the technical design stage.
- 7.2 The Market Place project will introduce more green landscaping to the area, increasing the biodiversity of the area.

## **8. CONSULTATION WITH SCRUTINY**

The Economy, Culture, and Tourism Scrutiny Panel will receive a report and presentation regarding the design proposals for the scheme on Monday 15<sup>th</sup> July 2024. Any feedback, comments, etc, will be presented to Cabinet for

consideration alongside this report.

## **9. FINANCIAL IMPLICATIONS**

- 9.1 Current assumptions are that the scheme will be funded through Levelling Up Funding in full. That said, there are financial risks which include the outcome of more detailed costing work and the current inflationary environment. Any expenditure above the LUF allocation would need to be funded from either external borrowing or other source of external funding. Longer term revenue implications of the scheme are still to be fully costed, however there is a high degree of confidence that any additional maintenance costs will be more than offset by increased revenue income from the Sea Road development.
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## **10. LEGAL IMPLICATIONS**

- 10.1. The anticipated referral to the Economy, Culture and Tourism Scrutiny Panel is prudent. Constitutionally, it is a matter for Cabinet as to what (if any) weight is attached to any recommendations arising from the panel.
- 10.2. The procurement exercise to enable the scheme is consistent with the stated aims and objectives of the Council underpinning its strategic objectives of Stronger Economy, Stronger Communities. These are articulated more fully in previous Cabinet reports (Background Papers) and the procurement will be conducted so as to comply with the Council's policy and legal obligations, specifically in compliance with the Council's Contract Procedure Rules and the Public Contracts Regulations 2015 and supported by relevant officers.
- 10.3. The delegations sought are consistent with an exercise of this nature.

## **11. HUMAN RESOURCES IMPLICATIONS**

There are no direct HR implications arising from the contents of this report.

## **12. WARD IMPLICATIONS**

The scheme is expected to directly benefit Croft Baker ward but there will be wider benefits throughout North East Lincolnshire.

## **13. BACKGROUND PAPERS**

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

Cleethorpes Masterplan - [https://nelincsrecruitment.com/wp-content/uploads/2022/07/Cleethorpes-Masterplan-Report\\_PUBLIC-FINAL\\_2022.pdf](https://nelincsrecruitment.com/wp-content/uploads/2022/07/Cleethorpes-Masterplan-Report_PUBLIC-FINAL_2022.pdf)

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

[Up-Fund.pdf](#)

Cabinet report Cleethorpes Levelling Up Fund - 14th June 2023 -  
[https://democracy.nelincs.gov.uk/wp-content/uploads/2023/05/11.-  
Cleethorpes-Levelling-up-Fund-Cabinet-Report-May-23PDF-93KBicon-  
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#### **14. CONTACT OFFICERS**

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Destoni Day - Project Manager

**COUNCILLOR PHILIP JACKSON**

**LEADER OF THE COUNCIL AND**

**PORTFOLIO HOLDER FOR ECONOMY, REGENERATION, DEVOLUTION  
AND SKILLS**

## **Appendix One - Cleethorpes Market Place – Consultation**

### **Phase One**

Gillespies LLP and Council officers completed stakeholder engagement during February 2024 with Elected Members, and key Council and Equans services, to understand the future vision, considerations, and constraints for the scheme.

Following these sessions, a public stakeholder engagement event was held on 29<sup>th</sup> February 2024 at Cleethorpes Town Hall, which was an open invitation for members of the public, residents, visitors, and businesses to provide their thoughts on the future vision for this scheme. All local businesses and residents were hand delivered a letter to encourage them to participate. The event was also advertised on the NELC Have Your Say Page and on all social media platforms. Gillespies LLP provided exhibition boards outlining initial concepts that were taken from the Cleethorpes Masterplan consultation in 2021.

A further 6 ‘pop-up’ events were held during March 2024 at various public locations across the Borough (leisure centres, libraries, and Freeman Street market) which sought feedback from members of the public on the scheme. An online questionnaire was also developed that sought feedback, this was open for a 3-week period, 406 responses were received. Appendix two details the analysis from the survey.

This survey identified the following elements the most important (rated 4-5 with the 5 being the most important and 1 least important):

- c.42% of respondents rated al fresco dining as important.
- c.74% of respondents rated multi-use space as important.
- c.68% of respondents rated more green infrastructure as important.
- c.76% of respondents rated better lighting as important.
- c.64% of respondents rated better accessibility as important.
- c.40% of respondents rated reduced parking as important.
- c.50% of respondents rated reduced through traffic as important.
- c.72% of respondents rated heritage as important.
- c.76% of respondents rated conservation area frontages as important.

These events were well attended, and the feedback received from all engagement channels was used to inform the initial concept design for Cleethorpes Market Place.

### **Phase Two**

Following development of an initial concept design for the scheme, further public stakeholder engagement was held on 15<sup>th</sup> May 2024 at The Knoll, Cleethorpes. This was an open invitation for members of the public, residents, visitors, and businesses to attend and provide their feedback on the concept design options. In addition, an online survey was also conducted.

As part of this second round of consultation, 6 ‘pop-up’ events were also held during May 2024 at various public locations across the Borough (leisure centres, libraries, and Freeman Street market) which sought feedback from members of the public on the scheme.

Feedback was sought regarding a series of priorities for Market Place and regarding the initial concept designs. See appendix three for results of the consultation.

This concluded that the majority of respondents agreed with the priorities set out, but that loss of parking from Market Place was a cause for concern, although there was support for short-stay car parking nearby.

Regarding the initial concept designs included in the consultation, 56% of respondents supported these, 26% did not support them, and 18% were unsure.

In addition to the consultation outlined above, internal stakeholder workshops, including the Council's secure by design partners, also took place to garner feedback on the concept designs, following input from members of the public, residents, visitors, and businesses.

## **Appendix Two - Cleethorpes Market Place – Concept Designs**

The concept designs presented in reflect both phase one and two of the consultation process which has taken into consideration feedback from members, the public, businesses, and internal stakeholders.

The proposals include the removal of the current Market Place car park, to be replaced by a multi-functional public realm area incorporating green infrastructure, which will support a rejuvenated market offer, and a range of activities to take place, including events, and opportunities for businesses to develop al fresco dining outside their premises.

It is also proposed that through traffic within Market Place also be removed to support a broader diverse use of the space. However, it is also proposed that access be provided to businesses within Market Place, to support servicing and supplies to them.

The proposed designs incorporate a mixture of new hard and soft landscaping, which will create a vibrant new amenity within Cleethorpes town centre, incorporating planting and seating for people to rest and enjoy the area, alongside the potential activities that could take place within the space, as outlined above.

### **Materials**

Careful consideration will be given to the types of materials to be used in Market Place, which will be determined as the design progresses to RIBA Stage 4, but it is intended that these will align with the wider materials used within the surrounding areas. Key considerations will be appearance, ongoing maintenance, and budget.

The proposed palette will be a combination of granite paving and sett. Several complementary tones will be used, as outlined below.

### **Paving**

It is proposed that granite paving is used for the main part of the square with different complementary tones, indicating the different uses of the space, e.g., pedestrian paving, vehicular paving, etc.

### **Street Furniture**

Standalone seating areas and benches will be incorporated into the scheme, providing an opportunity to encourage more dwell time within the square.

Planting areas will also be incorporated into the scheme including planter edge seating, which will be designed to be as comfortable as possible.

Waste bins and cycle racks are proposed at appropriate locations within the square.

Secure bollards that protect the square will be installed at the eastern and western edges of the square.

**Planting**

New trees will be introduced to the square with different species offering a variety of leaf shapes, sizes, and interest.

Trees will be used to frame views, provide height and shade.

Planting in the beds will be appropriate to the area and locality and aim to be low maintenance, whilst providing year-round interest.

**Lighting**

A lighting strategy will be developed using similar equipment to that used in St James Square and Riverhead Square.

In addition, as per Riverhead Square, the opportunity to use lighting columns that provide power points to supply electricity for events such as markets or staging, etc, will also be explored in the next design stage of the scheme.

The option to provide lighting installed in planted areas (to highlight planting and create a positive ambience), will also be explored within the detailed design stages.

Cost analysis of the concept design has costed these works within the project budget, including professional fees. Therefore, the project budget is sufficient to implement these proposals and includes an amount for contingency in case of increased inflation, etc.

**Options for Public Art.**

The proposed design also incorporates the potential for public art within Market Place, which would function as a landmark for Cleethorpes town centre and provide an identity for the scheme.

As outlined earlier in this report, the designs respond to the challenges identified by the consultation and pending Cabinet approval the designs will be developed to RIBA Stage Four technical designs, which incorporates developing the concept designs into more detailed designs, including, for example, types of materials, which can then form information to be used for the procurement of a contractor. As part of this process the design team would continue to work with local businesses to further refine servicing, delivery, and collection matters.



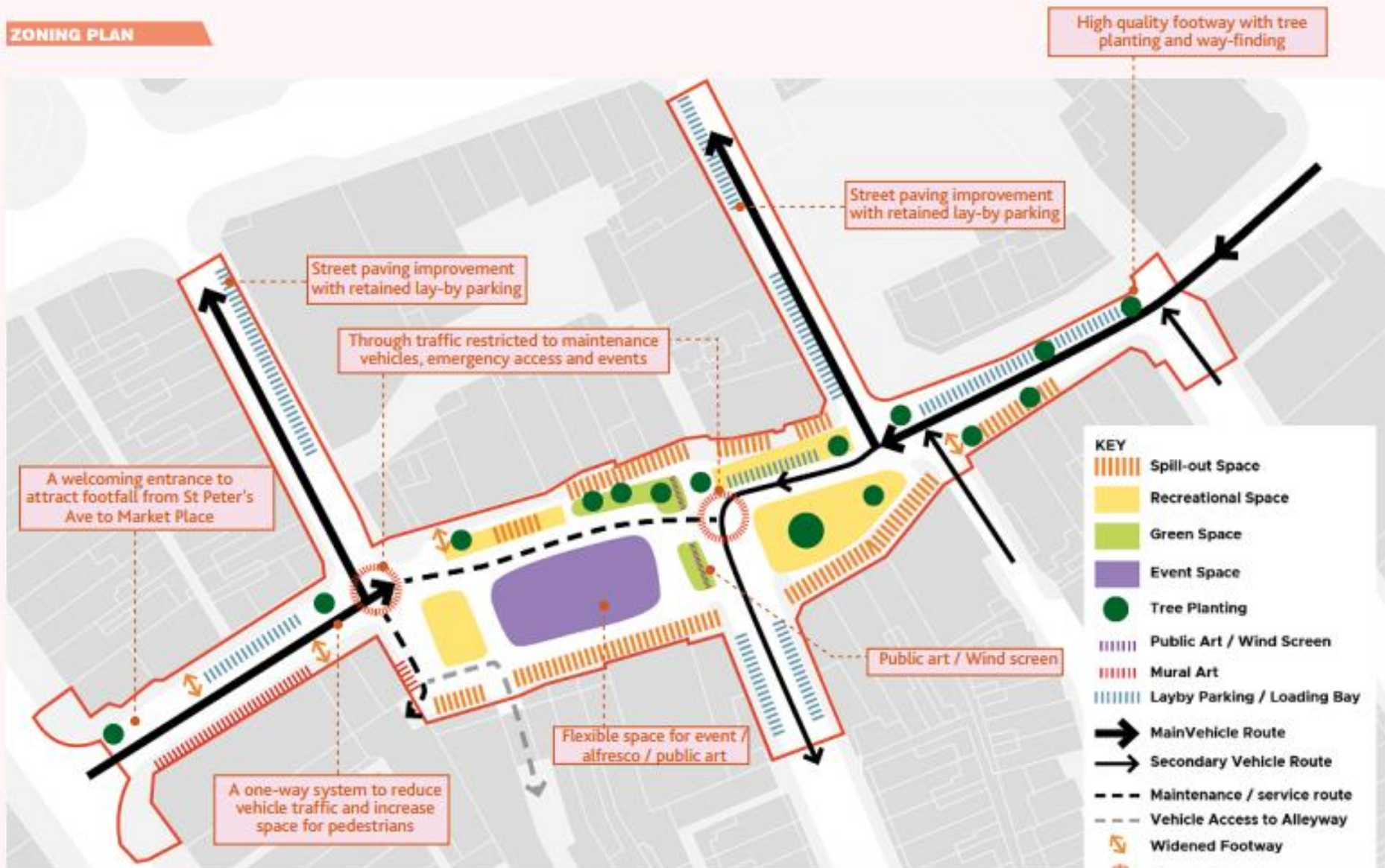
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MARKET PLACE



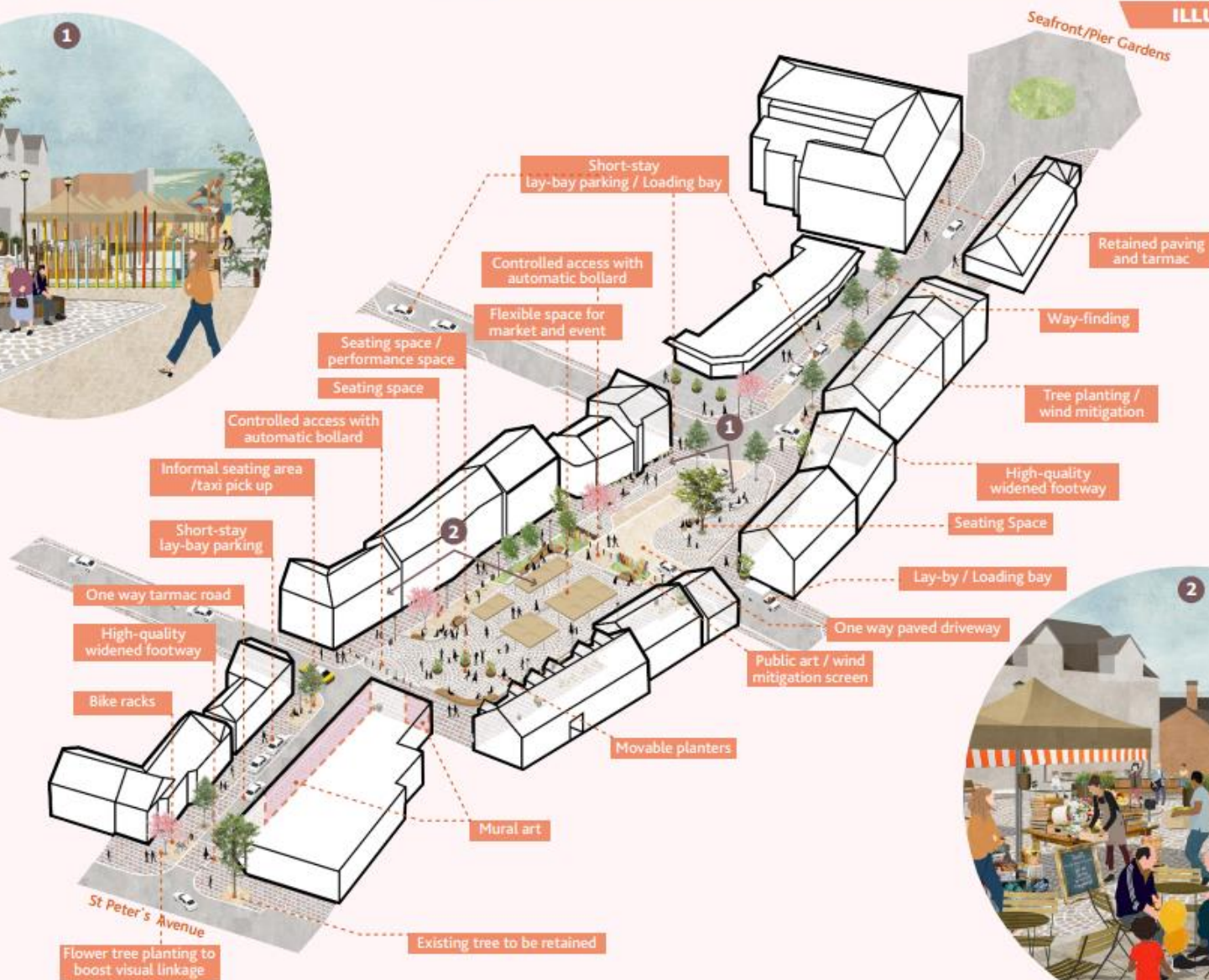
Gillespies

## STAGE 3 DESIGN - PREFERRED DESIGN

### ZONING PLAN



**ILLUSTRATIVE 3D VIEW**





**SPACE USE SCENARIOS**

From weekly markets to annual events such as the Armed Forces Day, the proposals for Market Place offer flexibility to accommodate a wide range of uses. Seating is positioned around a flexible central open space that

can be used for markets, events or for spill out space from the surrounding cafes, bars and restaurants. Traffic will be controlled limiting access to maintenance and emergency vehicles and event set up.



Movable planter

Market / event



Busy days

Movable planter

Flexible space for alfresco / pop-up public art



Quiet days



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## STAGE 3 DESIGN - PREFERRED DESIGN

### GENERAL ARRANGEMENT



### Appendix Three - Cleethorpes Market Place – Car Parks





