

# 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) – Pier Gardens 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 Cleethorpes Pier Gardens 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 Pier Gardens 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 Pier Gardens scheme;
  - b. procure and appoint contractors to deliver the Pier Gardens scheme. thereafter to mobilise and implement the scheme; and
3. Authorises the Director of Economy, Environment and Infrastructure, in consultation with the Leader of the Council, to undertake:
  - a. submission of any planning applications for the Pier Gardens scheme that may be required;
  - b. dealing with any land matters that may arise regarding the project: and,
  - c. Commission any enabling surveys and works for the Pier Gardens scheme that might be required.

4. 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.
5. 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 Pier Gardens project 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 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 complementing other private sector schemes planned in the area. The three projects will enhance key community assets that support the whole community, enhancing it by creating more leisure and tourism opportunities, and make it more attractive to a broader selection of the local community and visitors.

- 1.7 The new design harks back to the historic use of space where local commerce and dwell time were a key part of the local community activity. Pier Gardens was opened in 1883 as a promenading space sandwiched between the Central Promenade and Alexandra Road and is a natural link between the coast and the town. The project 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 The new vision for this space will bring together people of all ages and abilities, and 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.
- 1.9 A main contractor has now been procured for the Sea Road scheme as well as some preparatory work for the Pier Garden scheme and is progressing as planned. This report focusses on progressing the Pier Gardens scheme (Market Place is subject to a separate Cabinet report).
- 1.10 As outlined in the Cabinet report dated 14<sup>th</sup> June 2023, 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.
- 1.11 Design Architects WSP UK Limited and their subcontractor Hemingway Design were appointed in January 2024 to deliver RIBA (Royal Institute of British Architects) Stages 1 – 7 for Pier Gardens.
- 1.12 Preliminary surveys such as BS5837 tree Survey, topographical and utilities surveys and unexploded ordnance surveys were undertaken to identify constraints and enable development of the concept designs.

## **Consultation**

- 1.13 The consultation process and outcomes are outlined within appendix one. This consultation supplemented that done 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 support for a series of improvements that could be introduced within Pier Gardens, including, more seating/tables, more plants/trees, outdoor performance space, children's play equipment, picnic space, skate equipment, and public art. 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**

- 1.14 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

constraints identified and consultation undertaken. The concept design proposes the introduction of a zoning system, which will provide a mixture of uses across the park, whilst retaining a consistent theme throughout, incorporating arrival space at Sea Road/Alexandra Road junction, creating a welcoming space to the gardens, followed by an events zone to support a mixture of activities/events that could take place, play/recreation zone which would consist of a larger central space and provide a mixture of activities for young and older children alike, and a reflection zone at the Sea View Street end of the gardens supporting the existing armed forces memorials that are situated there. These would support a broader diverse use of the space create a vibrant new amenity within the Cleethorpes resort and support the wider tourism economy, whilst also creating an attractive space for local residents to enjoy.

- 1.15 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.

## **Procurement**

- 1.16 WSP UK Limited has prepared drawings to RIBA Stage 3 for the Pier Gardens scheme and 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.
- 1.17 The procurement process to procure contractors for the scheme will be compliant with the Council's normal procurement procedures.

## **Planning**

- 1.18 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 Pier Gardens scheme. If any applications are required then they will be submitted as soon as possible.

## **Programme**

- 1.19 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;
  - delays to the scheme putting funding at risk; and,
  - reputational risk if Pier Gardens 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. The Council and design team will collaborate with key stakeholders within Pier Gardens to try to develop joint solutions to issues that might cause reputational risks, should the scheme negatively impact on them.
- 2.8. Opportunities arising from the projects include:
  - enhancement of our place for the local community and visitors alike;
  - increase civic pride and heritage engagement 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, which will attract additional investment to the town and wider borough; and
  - public art development and activation ideas of Pier Gardens as outlined in the Cleethorpes Masterplan and Creativity Strategy

### **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 masterplans.
- 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 of the Cleethorpes' Masterplan.
- 3.3 Change the recommended concept designs – The Council could choose not to approve the recommended concept designs for the project or request alternative options. This option would cause significant delay to the project and

impact delivery timescales and potentially mean the loss of the LUF grant for both projects.

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

- 4.1 The Pier Gardens scheme has the potential to become a focal point for Cleethorpes and complement the wider regeneration taking place within the town and wider borough.
- 4.2 The public consultation undertaken regarding Pier Gardens has identified support for a greater range of tourism focused activities and uses of the gardens, specifically aimed at children, young people, and families.
- 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, 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 project 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 is estimated to be within the allocated budget for the scheme. However, at this stage these include provisional allocations for elements of each scheme, which will be refined, if, subject to Cabinet approvals, the design moves 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.

- 5.2 Value for money will be achieved using the Council's procurement process.

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

- 6.1 The project will incorporate activities that support young people, both living and visiting Cleethorpes, including, play activities, 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 Pier Gardens project will increase the biodiversity of the gardens, by introducing more plant species to 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.

## **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 benefit Croft Baker ward but there will be wider benefits throughout 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://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)

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

13.4. 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-namepaperclip-prefixfa.pdf>

## **14. CONTACT OFFICERS**

Damien Jaines-White – Assistant Director Regeneration

Helen Thompson – Strategic Lead for Tourism

Richard Dowson – Head of Project Management

Katie Mille – Project Manager

Destoni Day - Project Manager

**COUNCILLOR PHILIP JACKSON**

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



## **Appendix One – Pier Gardens Consultation**

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

Public stakeholder engagement took place on 29 February 2024 at Cleethorpes Town Hall. The event 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. The event was also advertised on the NELC Have Your Say Page and on all social media platforms. WSP UK Limited provided exhibition boards outlining initial precedents for the scheme in line with 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 six details the analysis from the survey.

These events were well attended, and the feedback received from all engagement channels was used to inform initial concept designs for Pier Gardens.

This consultation indicated support for a series of improvements that could be introduced within Pier Gardens, including, more seating/tables, more plants/trees, outdoor performance space, and children's play equipment, picnic space, skate equipment, and art.

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. This event was again well attended, and the feedback received alongside a further online questionnaire and from pop up events was used to inform and finalise the concept design as detailed within Appendix Two.

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.

Similar to Phase 1 of the consultation 6 ‘pop-up’ events were 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.

This concluded that:

- 57% of respondents supported the zoning proposals;
- 67% of respondents supported the arrival space concept;
- 64.2% of respondents supported play & recreation concepts;
- 71% of respondents supported the terraces design concept; and,
- 67% of respondents supported the reflection zone concept.

A further issue highlighted throughout the consultation process has been the retention of the trees and biodiversity net gain for the area. WSP have developed a Planting Strategy within the design to mitigate the risk of trees being removed and increase planting in the area.

## **Appendix Two – Pier Gardens – Concept Designs**

The concept designs presented in Appendix Two 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 redesign of Pier Gardens and introduction of a zoning system, which will provide a mixture of uses across the park, whilst retaining a consistent theme throughout.

The zones outlined above have been informed by a mixture of the on-site features, points of arrival, views across the estuary, amongst others. The zones consist of an arrival space at Sea Road/Alexandra Road junction, creating a welcoming space to the gardens, followed by an events zone to support a mixture of activities/events that could take place, play/recreation zone which would consist of a larger central space and provide a mixture of activities for young and older children alike, and a reflection zone at the Sea View Street end of the gardens supporting the existing armed forces memorials that are situated there. These would support a broader diverse use of the space.

The proposed designs incorporate a mixture of new hard and soft landscaping, which will create a vibrant new amenity within the Cleethorpes resort and support the wider tourism economy, whilst also creating an attractive space for local residents to enjoy.

### **Materials**

Careful consideration will be given to the types of materials to be used in Pier Gardens, 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.

### **Paving**

It is proposed that paving is used throughout the gardens with complementary tones, indicating the different zones throughout the scheme.

### **Street Furniture**

Standalone seating areas and benches will be incorporated into the scheme, providing an opportunity to encourage more dwell time throughout the gardens. However, the existing memorial benches will be incorporated into the new scheme so they can be retained.

Play equipment will be utilised which reflects the nature of the scheme and its location.

Planting will be incorporated into the scheme that reflects the coastal location of the scheme.

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

Security measures that protect the scheme will be installed at the key access/egress locations around the scheme.

## **Planting**

The majority of existing trees will be retained where appropriate and new trees introduced, 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 permanent and temporary public art within Pier Gardens amplifying Cleethorpes' heritage and helping to provide unique and locally relevant creative content.

Existing structures such as the Armed Forces Memorials will be incorporated into the scheme and retained. Other structures such as Dudley the Donkey will be retained, though potentially in a different location within the resort, which still provides prominence, but is better suited to their requirements.

# 01. Consultation Summary

## CLEETHORPES PIER GARDENS



### Stage 2 Consultation: Concept Design



On Thursday 29th February 2024, residents and visitors were invited to a drop-in engagement event in Cleethorpes Town Hall, to speak with the design team and share their thoughts and desires for the future of Pier Gardens. The event was attended by over 100 residents and business owners.

Supplementing the in-person consultation, an online public survey was launched via the North East Lincolnshire Councils 'Have Your Say Page', and closed on the 15th March 2024 receiving 378 responses from residents and businesses.

### Stage 3 Consultation: Developed Proposals



On 15th May 2024 residents and visitors were invited to a subsequent drop-in engagement event at the Knoll, where the design team presented the Stage 3 Design proposals, which had been shaped by feedback received during the previous public and stakeholder engagement events, workshops & surveys, and one-to-one meetings.

An online public survey received 299 responses from residents and businesses. Respondents were asked whether they support the proposals for each of the areas. All areas received an approval rating of over 64%. The terraced area received the most support with 71% of respondents stating that they support the design proposals. Other comments on the designs reiterated feedback shared during the drop-in public consultation event listed above.

An additional consultation session was held with Cleethorpes' skate community at 'ForwArd' on Market Street on the evening of 12th June 2024. The event provided opportunity for the community to share ideas for the provision of incidental skate infrastructure within the gardens. Conversations and meetings with specialist skate contractors will now be held to drive these ideas forward.

### Feedback was overall very positive and key messages included:

"Support for modern, naturalistic, wildlife friendly planting schemes"

"Support for social seating areas & the inclusion of long bench seating and games tables, as well as sheltered seating areas"

"Support for natural look & feel of children's play elements particularly the use of timber and inclusion of natural planting schemes within the designs"

"Support for areas that enable pop-up events, performances, and group classes"

"Preference for softer landscaping throughout the gardens and for hard landscape/paved areas are kept to a minimum"

"Support for wayfinding and signage that informs visitors of the natural environment and history of the gardens and wider resort, particularly the importance of the SSSI"

"Ensure all spaces within the gardens are well lit and overlooked."

"Ensure the play offer extends to older children - teenagers and young adults, with a focus on 'making space for girls'"

### The public event was attended by over 100 residents and business owners, common feedback included:

"Ensuring that there is sufficient seating provision around areas of play for parents and carers"

"Concerns around safety and cleanliness - ensuring the proposals include sufficient bin provision, CCTV, and lighting."

"Ensuring proposals aren't too focused around play for younger children, but also provide an offer/amenity for older teenagers/young people and older/elderly age groups"



"Explore additional uses such as outdoor classrooms, sensory gardens, fitness equipment, and skate provision."



"Concerns around the use of sand as the main surfacing material in the play areas."



## 02. Character

### CLEETHORPES PIER GARDENS

wsp HemmingwayDesign



Funded by  
UK Government

LEVELLING  
UP

### Pier Gardens Local Distinctiveness

Local distinctiveness has been considered and integrated into all aspects of the landscape proposals for Pier Gardens, ensuring that the spaces being created are meaningful, sustainable, and relevant. The proposals aim to capture the essence of Cleethorpes, celebrating its identity, history, and culture to create spaces that resonate with both residents and visitors.

#### Coastal Themes

Cleethorpes South Beach and The Humberston Fitties is characterised by rolling sand dunes, which act as natural barriers against the sea and offer a unique and robust beauty. Proposals for Pier Gardens draw on this distinctive character, introducing dune-like planting formations around areas of play and seating to provide shelter and intimacy.

Additionally, the landscape proposals draw on materials and design elements that evoke the surrounding coastal environment. Throughout the gardens, timber driftwood/groyne end benches sit within areas of planting, as if washed up on the shore, whilst stone boulders, similar in appearance to the coastal sea defences, feature within the waterplay area and across the park, offering incidental play and seating opportunities.



#### Railway History

The station and associated rail infrastructure are symbolic of the Cleethorpes development and its role as a holiday destination. The proposed FF&E palette, incorporating rustic, sleeper-like timber elements paired with galvanised steel, draws on the railway history of Cleethorpes, celebrating the importance of its local heritage.



#### Precedents:



#### Celebrating a Promoting The Local Flora & Fauna

Pier Gardens planting schemes have been influenced by local habitat types, particularly the natural character of South Beach which hosts a variety of plant species adapted to the coastal environment. This includes hardy grasses, wildflowers, and shrubs that support numerous bird species and insects. Native grasses and low-maintenance perennials will feature through the gardens creating sand dune planting to link in with the context of the site and provide a playful, dynamic that moves and changes with the seasons.

Habitats for local wildlife such as insect hotels and bird boxes will be nestled within the proposed planting schemes, which include areas of wildflowers and plants that support pollinators. Interpretative and educational signage informing visitors of the local environment, the importance of the SSSI, and its rich eco-system that supports numerous species of birds, insects and marine life, will feature throughout the gardens.

#### Engaging The Local Community

The gardens have been designed to foster social interactions and encourage people to come together to engage in variety of activities, helping to build connections within the community. The zoning approach will allow the gardens to cater to diverse groups and activities including play, sport and exercise equipment for all age groups, quiet contemplation, socialising, as well as providing flexible spaces and opportunity for local events and festivals.

The public art strategy is founded on the principle that all installations are to be 'playable', inviting people to engage with them. The design team are working with local designers as well as the end users to develop and finalise proposals.

Likewise, the wayfinding and interpretation strategy for the gardens will reflect Cleethorpes' culture, communities and heritage, incorporating interactive and artists



# 03. Masterplan

## CLEETHORPES PIER GARDENS



### Illustrative Masterplan



### The Masterplan

Pier Gardens provides a range of activities for all age groups, ranging from passive to interactive. These activities are accessible for all abilities and at all times of the year and cater for the needs of the community in addition to attracting visitors.

The positioning of the zones have been influenced by the on site features, where are the points of arrival, where are there positive and negative views, the location of existing trees and structures and also the site's topography.

A key aspect of the design approach involves the strategic overlapping of zones, serving as a guiding principle to inform the detailed layout of the gardens. Central to this concept is the concentration of play facilities in the heart of the site, creating a focal point for recreational activities. However, the spirit of play will be seamlessly integrated throughout the entire space, ensuring that moments of enjoyment are scattered throughout Pier Gardens.

The central play zone will be bookended to the north and south by designated areas allocated for performances and events, offering a dynamic space for cultural activities and community gatherings. The north will focus on entertainment while the south will respond to the reflective character of remembrance and include memorial gardens, providing a tranquil setting for reflection and a setting to celebrate remembrance.

### Masterplan Details:





# 04. Arrival Zone & Performance Zone

## Arrival Space & Performance Zone

The call out shown here for the zone is designed to show how the space can be used flexibly and is able to host a mix of events and uses including larger scale activities such as small music concerts or theatre performances.



## Illustrative Visualisation



## Design Principles

The Northern arrival space will provide a high-quality new gateway into Pier Gardens, acting as transitional zones between the town centre and the gardens, as well as becoming a gateway to the new Sea Road Building. Materials, street furniture, wayfinding and planting schemes in this area will reflect the park's new character and signal the users arrival at Pier Garden

The Events Zone will reflect Cleethorpes' history of seaside shows and entertainment and provide the setting for a changing programme of events. This area will provide flexibility and will support all the other areas of the park. The proposed lawns will become areas of play, seating and community gathering. This space will provide dedicated facilities for the local skating community that are sensitively designed to sit within the wider landscape design.

## Precedents:





# 05. Play & Recreation

## CLEETHORPES PIER GARDENS



### Play & Recreation

Play is the core attraction for Pier Gardens and should be suitable for all age ranges and all abilities at all times of the year. Areas shown within this call-out include the proposed waterplay area to the left and the adjacent structural play area within the existing mature tree canopy.

## Design Principles

Play is the core attraction for Pier Gardens and should be suitable for all age ranges and all abilities at all times of the year. Facilities should encourage creativity, risk taking, cooperation, exercise, and coordination.

Proposals are not to be the traditional off-the-shelf generic slides, swings and roundabouts but will be of the scale, size and quality to make a statement while complementing the wider design language for the site. The equipment will be features in their own right and contribute the new character of the gardens and sense of place. Materials will be appropriate to the location and incorporate timber and natural stone alongside naturalistic and native planting schemes influenced by local habitat types and especially the natural character of South Beach.

Proposals divide the play zone into areas:

### Water & Sand:

This area will provide a unique setting for children to play creatively together. Tiered rock formations will provide several opportunities for interactive water-play and include hand operated pumps for users to move water around the site, as well as interactive water jets. Surrounding sand pits respond to the gardens coastal setting and provide an interactive surface for play. The landscape of this area will be designed to be playable even in winter months.

### Structural Play:

The existing trees will be incorporated into the design through raised play structures set within the canopies. The design and arrangement of these structures will exploit their raised nature to include viewing points. Timber is the preferred choice of material for all play elements to continue the sites natural aesthetic.

## Illustrative Visualisations



## Precedents:





## 07. Education & Wellbeing



## Education & Well-being

**Precedents:**





# 08. Reflection & Memorial Zone

## CLEETHORPES PIER GARDENS

wsp HemmingwayDesign



### Reflection & Memorial Zone

These zones provide an area for relaxation and contemplation - seating set within naturalistic planting schemes providing year round interest - colour and smells.

Memorial plaza is a flexible space that creates a suitable setting for medium sized gatherings during memorial events.

### Design Principles

Acting as a bookend to the Northern Arrival Space and Performance Zone, the southern Reflection Zone is located next to the Cenotaph and the Armed Forces Memorial Gate.

The Reflection Zone consists of two sub areas:

The memorial plaza is a new flexible plaza with new improved access from Alexandra Road. This area will cater for large groups during remembrance events and provide an improved setting for the Striker Memorial and the new Naval memorial. The space will include natural stone paving and be fully Disability Discrimination Act (DDA) compliant to ensure there are no hazards for users of limited ability.

The adjacent Reflection Gardens will be separated from the memorial plaza through soft landscape and provide a series of more intimate spaces for contemplation and reflection within a quiet garden setting.

### Illustrative Visualisation



### Precedents:





# 09. Trees

## Tree Felling:

The proposals have worked hard to retain as many trees as possible without impacting on the potential development within the site. Where possible, trees that are proposed to be removed are lesser quality specimens or have a more limited life expectancy.

- Trees Removed
- Trees Retained



## The Strategy

The existing trees within Pier Gardens are of significant importance to the design ethos for the site. We are fortunate to have large, healthy mature specimens to incorporate within our design to offer scale, setting and excitement to larger proposed elements such as the play structures.

Our strategy for the site is to retain as many of these key larger specimens as possible and ensure that they are incorporated within the design ethos. Where trees have been removed this is to open up views in key areas, facilitate elements of our design or to benefit the wider health of other trees across the site.

## Tree Replacement:

Tree replacement has been considered within key areas particularly to screen negative views within the site. In other locations, they will be carefully considered to ensure they do not impact on views out of the site. Species have been chosen to compliment the wider ecology and will include native evergreen pine species. The proposals currently show a net increase in trees across the site.

- Trees Proposed
- Trees Retained



# 10. Planting Strategy

## Site Wide Green Infrastructure Strategy

As can be seen from the adjacent plan, whilst the existing site is a relatively soft space, the majority of green infrastructure is amenity grassland with only small areas of formal planting with limited biodiversity.

Our green infrastructure strategy for the site proposes address this imbalance and provide a much greater amount of varied, biodiverse planting across the site, whilst still maintaining large areas of functional amenity grass in key locations.

Planting will be used throughout the site to define zones and spaces in lieu of formal boundaries and will also help to offer privacy and enclosure in areas such as the more intimate spaces of the 'reflection zone'.



## The Strategy

### Celebrating a Promoting The Local Flora & Fauna

Pier Gardens planting schemes have been influenced by local habitat types, particularly the natural character of South Beach which hosts a variety of plant species adapted to the coastal environment. This includes hardy grasses, wildflowers, and shrubs that support numerous bird species and insects. Native grasses and low-maintenance perennials will feature through the gardens creating sand dune planting to link in with the context of the site and provide a playful, dynamic that moves and changes with the seasons.

Habitats for local wildlife such as insect hotels and bird boxes will be nestled within the proposed planting schemes, which include areas of wildflowers and plants that support pollinators. Interpretative and educational signage informing visitors of the local environment, the importance of the SSSI, and its rich eco-system that supports numerous species of birds, insects and marine life, will feature throughout the gardens.

### Plant Selection



### Precedents:





# 11. Site Servicing



## The Strategy

The servicing strategy for Pier Gardens will be a key part of ensuring that the space is flexible to accommodate events and markets whilst also ensuring that the space feels safe and welcoming all year round in both the day and evening.

### Lighting:

Adequate lighting and CCTV was a recurring message throughout our consultation process. Our design includes both functional and feature lighting throughout the scheme. Functional lighting will ensure all spaces are adequately lit to ensure they feel safe and welcoming even into the evening hours.

Feature lighting will be used throughout the site to emphasise key design features, highlight entrances and artwork and provide more ambient lighting to areas such as the reflection seating zone. This lighting may be low level bollards, uplighters to trees and artwork or strip lighting within the paving or furniture.

### Servicing for events and markets:

Another key element of the design is the flexibility for Pier Gardens to be able to accommodate a range of events or markets. To ensure this the site will have a network of power and water supplies throughout and the arrival zone and performance zone will have higher capacity power supplies to cater for the potential of larger events. Another feature proposed is a network of drinking water fountains throughout the site that will be combined with foot wash facilities closer to the proposed sand play elements.

## Precedents:

### Feature Lighting



### Water Supply



### Power Supply





# 12. Public Art Strategy

## CLEETHORPES PIER GARDENS

wsp HerringwayDesign



The exact location, design, scale and materiality of each artwork is to be finalised, working in collaboration with local creatives, end users including the skate community, and local residents.



## The Strategy

The public art strategy involves transforming the distinguished CLEETHORPES typography, prominently featured on the existing Sea Road hoardings, into 3D installations dotted throughout the gardens.

The concept uses each letter of CLEETHORPES as a unique installation integrated into the park's landscape. These installations would serve and encourage various uses, providing photo, play, skate, learning, relaxing and socialising opportunities, while also promoting and informing visitors about the rich wildlife, history, and culture found within the park and the wider resort.

This approach seeks to encourage exploration, interaction, and engagement from visitors of all ages.



## Precedents & Indicative Visuals:



1. Arrival Marker

CLEE

Marking the entrance to Pier Gardens from the North/Town centre, with 3D vertical lettering framing the arrival and events space, creating an ideal photo opportunity for visitors and users of the space.



2. Skate

TH

Developed in collaboration with the local skate community, letters T and H provide skateboarding opportunities within the arrival space, bringing year-round activity and dynamic energy to the space.



3. Social Seating

O

Situated next to the skate path, the letter O provides a bespoke social seating arrangement designed to foster a welcoming environment, especially for young women & girls.



4. Interactive Play

R

Located with the play zone, this interactive structure will be designed to engage children's senses, featuring elements that produce various sounds, textures, and visual experiences, encouraging children to explore, observe, and interact with the surroundings.



5. Interactive Seating / Observation Point

P

Situated at the top of the embankment P provides invites passers by to take a seat and enjoy the views & encourages incidental play providing opportunity to climb and clamber through.



6. Habitat / Ecosystems

E

Positioned adjacent to the proposed outdoor classroom, the letter E, filled with natural materials such as clay bricks and timber, will provide habitats for beneficial insects and opportunities for visitors to observe and learn about the local ecosystems.



7. Sensory Garden / View Framing

S

The letter 'S' incorporated within a plant bed incorporating openings at various heights that encourage park users to touch, smell and see the variety plants, as well as creating viewing scopes out across the estuary to observe birds and wildlife.



# 13. Wayfinding & Interpretation

## The Strategy

The wider wayfinding strategy for Pier Gardens aims to encourage visitors to explore and spend time in the park by guiding them through the different zones and informing park users/visitors of the natural environment, planting schemes, habitats, as well as promoting the wider resort, the South Beach, town centre, and the estuary and the importance of its status as Site of Special Scientific Interest (SSSI).

The strategy will include:

- **Welcoming Signage:** Attractive signs at the north and south entrances/ arrival spaces to Pier Gardens that include a detailed map of the park, clearly marking zones and variety of amenities within the park.
- **Directional Signage:** Directional signs along main pathways, pointing towards the different zones and facilities such as the play amenities, social spaces, contemplation areas, as well as public facilities on Sea Road etc.
- **Engaging Interpretive Signage:** Playful & interactive signage that includes information about the planting schemes, habitats, and the importance of biodiversity in an engaging, child-friendly manner.
- **Botanical Labels:** Signposting significant plants and trees with their botanical and common names, perhaps alongside QR codes linking to more detailed information the planting schemes and native flora found within the wider resort and SSSI.
- **Habitat Information:** Use signs to describe the different habitats found in Pier Gardens, and the wider resort including the coastal habitats, dunes & saltmarsh. Including information on the wildlife supported by these habitats and conservation efforts.
- **Historical & Cultural Markers:** Place markers at historically and culturally significant spots within the park, detailing their importance and context.

### Engagement & Co-creation:

To develop the strategy, we would like to engage and 'co-design' with local communities, designers, ecologists and historians. We are also very keen to work with local schools in Cleethorpes to amplify the voices of children and young people within the park.

This might include the design team hosting a series of workshops with schools and community groups. During these workshops participants will be encouraged to explore and reflect on what makes Cleethorpes special to them. This might result in the inclusion of wayfinding features/installations where visitors can take rubbings to discover messages and illustrations reflecting the students' memories, art, and connections to Cleethorpes.

## Precedents:

