



# **Cleethorpes Regeneration - Market Place**

Public Engagement

# Contents

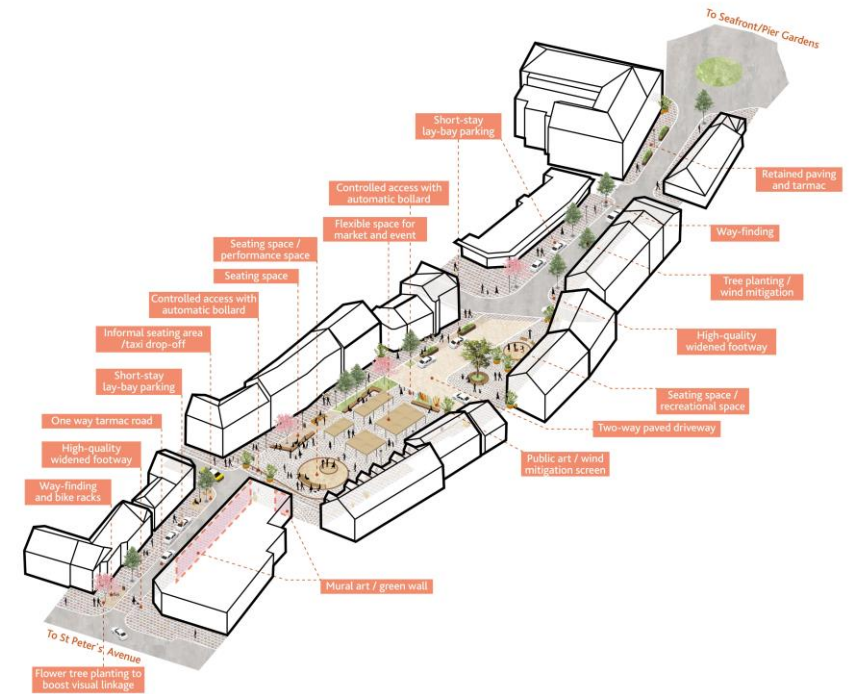
Introduction

Business Engagement

Phase 1 Public Engagement

Phase 2 Public Engagement

Youth Engagement



# Introduction

Concept designs for the Cleethorpes Market Place have been open to businesses and members of the public to have their say.

Initial business engagement began in November 2023.

Since, we have engaged publicly with two online surveys, two open day events & pop-up events around the borough in February and May 2024.

We identified gaps from the younger demographic and during the Summer, we have spoken with young people at college, schools and events to gather their insight.





# Business Engagement

November 2023

# Business Participation

Businesses were written to and/or emailed a link to an online survey for them to participate in. This survey was to gain a better understanding of their operational needs.

9 Businesses took part. 3 business were aware of the upcoming changes to Cleethorpes Masterplan. 4 said no and 2 didn't know.

## Operational Feedback

- 8 of the businesses are open Monday to Friday.
- 7 businesses are open Saturday.
- 6 businesses are open on Sunday

7 said they have deliveries to their business. 6 receive deliveries by van. 1 business has deliveries by a lorry.

Deliveries are received from a variety of places

Opening and Access times can range from 9am - 5pm to one business needing 24 hour access.

Waste is collected from businesses everyday apart from Sunday

5 business make deliveries from their business during operating hours.

# Initial Feedback Comments

I think there needs to be more free parking, definitely not less. And possibly some spaces longer than 30 minutes. The 2 hour spaces in the market place are perfect for my clients. It would be nice to have a proper market back too as the one that currently happens it's so small and not worth people coming to.

Parking is limited for staff deliveries and customers. Pedestrianisation will affect businesses.

Make More attractive viewing place around sea side for tourist

To make parking little more further than my restaurant and shops. Putting seating area in market place. Putting plant areas in market place. Putting more lights and security cameras.

The pedestrianisation of Cleethorpes Market Place would be an absolute disaster for my own business and that of the majority of retail outlets, takeaways and delivery outlets in the Market Place. There are 8 outlets currently offering deliveries in market place. Parking is already chaotic & challenging for these establishments. The benefits of open air seating are very limited and will be useful for only a fraction of the year. it is no exaggeration to say we would consider closing permanently

After looking at the plans the council have for the market place area it is clear to see that the plans have been made by someone who isn't local. The removal of free limited time parking will destroy the avenue because pedestrianising an area via the removal of cars doesn't work. This is another attempt by the council to destroy local businesses and drive customers to the supermarkets in the area. I often question the councils motives for this and I sincerely hope they change their minds



# Phase 1 - Public Engagement

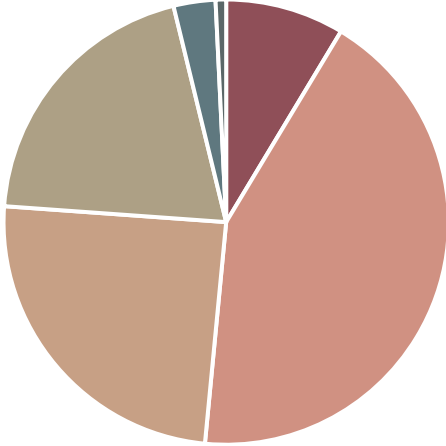
February - March 2024

# Participation

- 406 People gave their views on the Market Place.
- 360 were Residents & 27 were visitors.
- 3 people said they were responding as other; 1 is moving to the area, 1 is the Market manager and 1 as an NELC employee.
- 15 Businesses also took part. 6 as a Food/Beverages, 5 as Retail, 1 Hotel/B&B, 1 as a landlord and 1 as a Photographer.
- 19.21% of people responded from the Croft Baker Ward
- 39.01% of people were aged between 50 - 64 years old. Under 24 years was 3.95%

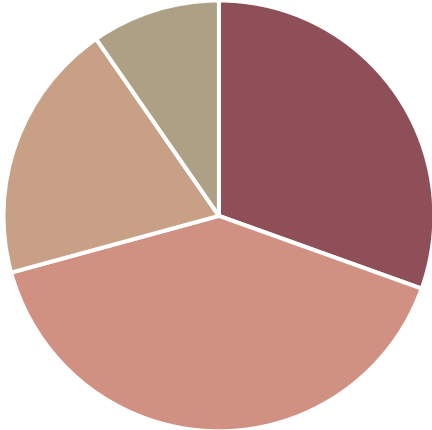
# Online Survey results - Access

How often they visit



- Daily
- At least once a week
- At least once a month
- Several times a year
- Annually or Less
- Never

What time do they visit?



- Morning
- Afternoon
- Early Evening
- At Night

# Market Place Access

Most people travel to the Market Place by car or walk

Most people use the Market Place as a throughfare, for the restaurants and shops

Mornings and Afternoons were chosen as the most popular times to visit

Most people visit the Market Place once a week

For those with accessibility issues, they said they require blue badge/disabled parking bays nearby. They would like to see level pavements and accessible drop kerbs.

Accessibility challenges that impact on their safety

- There are uneven pavements
- It feels unsafe to move around the Market Place with a pram/stroller.
- The pavements need to be wider.
- It is hard to use the dropped kerbs with a mobility scooter.

People feel safer during the day than they do in the evening.

# Which events would people like to see?

- Seasonal/specialist Markets - 22%
- Weekly Market
- Live -19%
- Music/Concerts/Staged Events - 14%
- Outdoor Dining Space - 12%
- Buskers/Street Performances - 11.5%
- Parades, Memorials & Other Local Events - 11.4%
- Outdoor Cinema - 7.83%

## Other Suggestions:

Have Markets/events in the Summer And free parking in the Winter

Provide seating For everyone

More Greenery

More accessible Parking spaces

Leave it as it is

Make it look brighter

Make it look more attractive

68% of respondents said they would like to see more Public Art

# How important did people rate the ideas from the Masterplan?

	1 - Least Important	2	3	4	5 - Most Important
Alfresco Dining	107 29.72%	38 10.56%	62 17.22%	82 22.78%	71 19.72%
Multi-use space	24 6.72%	14 3.92%	56 15.69%	127 35.57%	136 38.1%
Comfort	63 17.6%	40 11.17%	93 25.98%	80 22.35%	82 22.91%
Green Infrastructure	41 11.26%	26 7.14%	49 13.46%	96 26.37%	152 41.76%
Lighting	17 4.72%	20 5.56%	51 14.17%	126 35%	146 40.56%
Accessibility	39 10.83%	26 7.22%	66 18.33%	107 29.72%	122 33.89%
Servicing	43 12.01%	47 13.13%	108 30.17%	82 22.91%	78 21.79%
Reduced Parking	103 28.85%	42 11.76%	68 19.05%	64 17.93%	80 22.41%
Reduce through traffic	78 22.03%	32 9.04%	67 18.93%	75 21.19%	102 28.81%
Heritage	24 6.69%	13 3.62%	63 17.55%	95 26.46%	164 45.68%
Conservation area frontages	20 5.57%	13 3.62%	52 14.48%	99 27.58%	175 48.75%

# Is there anything else that is important that could be included in the designs?

- Alfresco dining would only work in the Summer
- Activities & Events would activate the area
- Improve/restore the Heritage of the area and the buildings
- Need more independent shops & businesses
- Encourage the local businesses in the Market Place to keep the area clean & tidy
- There needs to be a culture change for the area
- More greenery & trees
- More lighting is welcome
- Some parking is still needed in this area, full pedestrianisation would have an impact on local businesses
- Address the anti social behaviour, more police presence/CCTV
- Seating /Street furniture
- Multi use space - for families and events. When there are no events, the space could be used for parking
- Traffic could be reduced for safety. One way system or discreet drop off zones

NB: Comments have been themed from open text question.

# In person engagement event



People were invited to attend the event on Thursday 29<sup>th</sup> February 2024 at Cleethorpes Town Hall, between 12 and 7pm.

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.

Gillespies provided board outlining the concepts that were taken from the Cleethorpes Masterplan consultation in 2021.

Over 100 people attended during the event and were able to see and discuss the concepts with the team.

Feedback was collected on post it notes.

Attendees also had the opportunity to complete a paper copy of the consultation.

# Pop Up Events



Pop Up Events were held at

- Grimsby Library
- Immingham Library
- Cleethorpes Library
- Grimsby Leisure Centre
- Cleethorpes Leisure Centre
- Freeman Street Market

This gave people the opportunity for people to ask questions, feedback any ideas and concerns or complete a paper copy of the consultation.

Some comments shared were:

- There needs to be some free parking
- It always difficult to park on busy event days
- Children said they would like to see trampolines and somewhere to play with their friends
- An area for parents to sit while their children play
- More disabled access as getting around can be difficult

One local market trader said that traders prefer a space that is low cost with a high footfall as they need to commit to space



# Phase 2 Public Engagement

May 2024

# Introduction

Feedback from the first round of internal and external engagement was incorporated into updated designs.

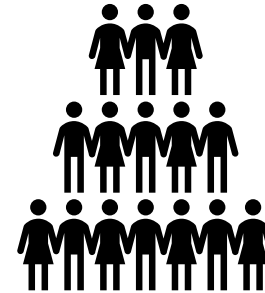
These were then shared publicly, and an online survey went live in May 2024 for two weeks.

There was also another open day event on the 15<sup>th</sup> May followed by another week of pop up events that invited people to come and have their say.



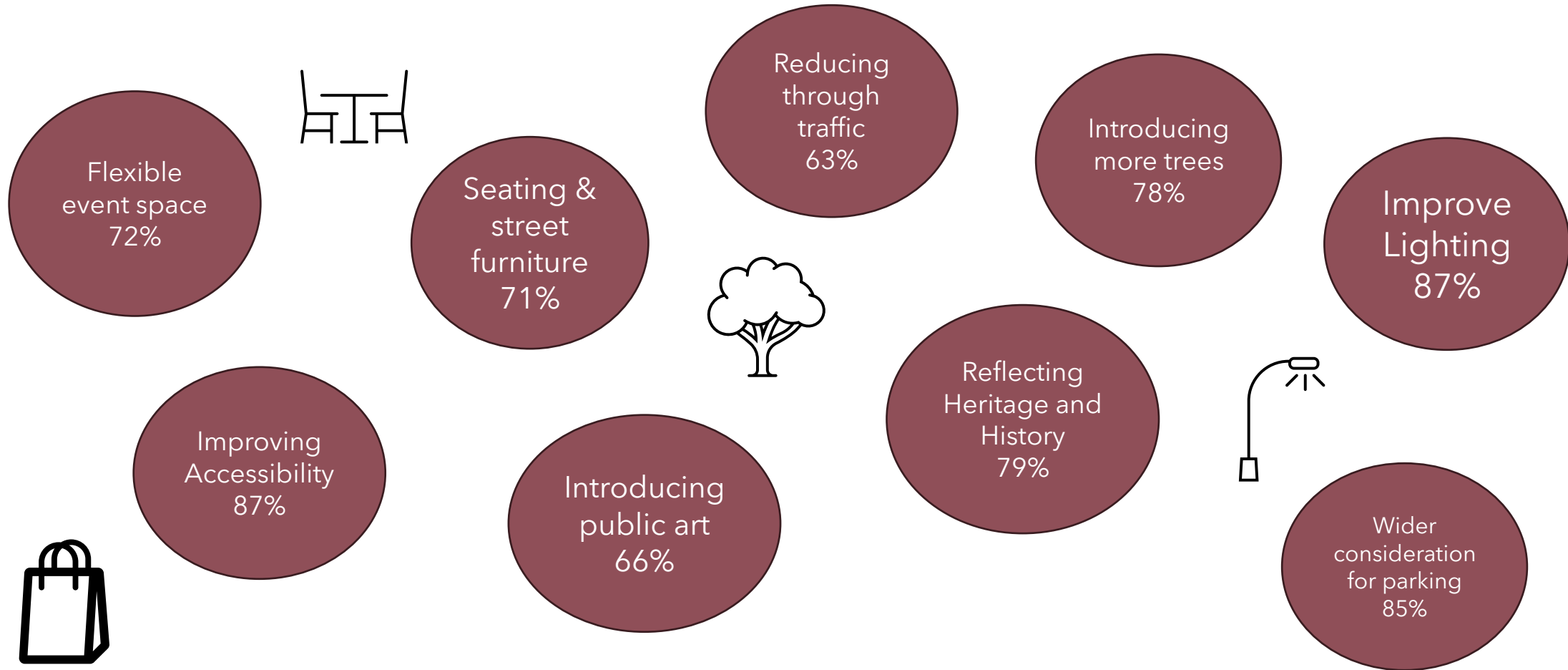
# Participation

- 356 People gave their views on the Market Place.
- 283 people were NEL residents and 18 were visitors.
- Most of the respondents were from the Croft Baker ward.
- 19 Businesses took part, 8 Retail, 3 Food & Beverages and 3 were Local Services. 15 are based in Cleethorpes.
- 38% of people were aged between 50-54 years old and 4% were under 24 years old.



# How did they agree with the priorities from the first phase of engagement?

These were the percentages of people that agreed with each of the Market Place priorities



# Which designs do they like?



46% voted for Natural Stone and Timber



77% voted for curved designs

34% voted for pops of colour



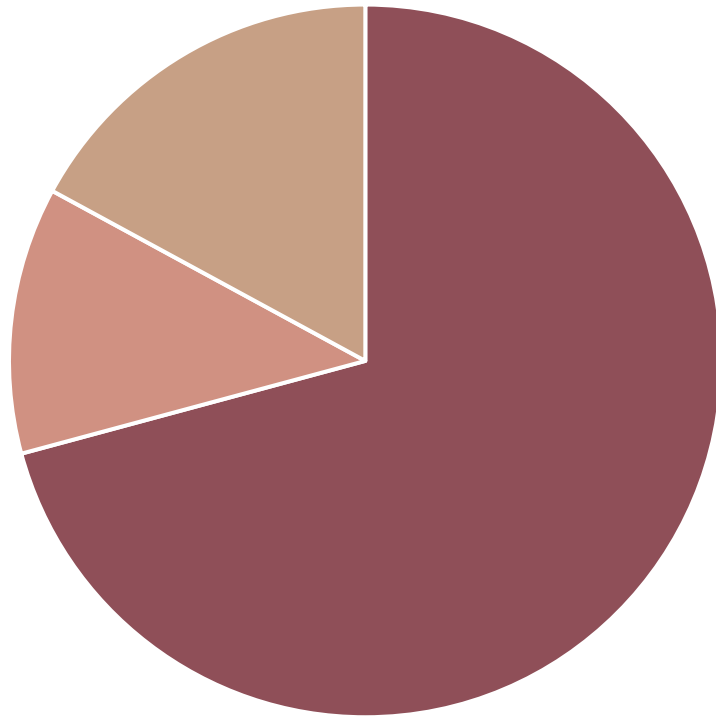
23% voted for angular designs



20% voted for classic black



# Do they support increase short stay in nearby car parks?



■ Yes ■ No ■ Not Sure ■

Of those who did not support this, these were the most common comments were:

- Need long stay options
- Businesses will suffer without parking or long stay
- There should be free parking
- Short Stay parking already exists
- We should be keeping parking in Market Place

# How could they see this space being used in the future?

Themed Comments:

A space to relax

Lots of parking nearby

Pedestrian friendly space

For dining, cafés or as a picnic area, outdoor seating

Event space for different types of events or markets

Comments:

"Short stay parking 2 hour is a priority for locals/visitors using St Peter's Avenue / Market Place in particular. Antisocial behaviour in Market Place needs addressing"

We use it to walk through from the seafront to St Peter's Avenue and end up in the car park at some point so need better paths to get through without being run over

"Natural, curves with trees such as silver birch with string bulb lighting and thoughtful detail to bins and street furniture. Retail units, Lincoln High Street is thriving so too could Cleethorpes."

"I would spend more time in the Market Place, which would enable me to support the local businesses, meet up with friends and have somewhere to sit, eat and drink without just collecting food/drinks and leaving area straightaway."

# What other suggestions do they have for the Market Place?

- Clean area, decorated, good lighting, litter bins.
- Lots of parking nearby.
- Greener space, increase biodiversity.
- Ensure that antisocial behaviour and security are addressed.
- Public Toilets, changing facilities (inc RADAR).
- Have a traditional style, focus on the Heritage.
- Improve accessibility.

# Do they support this stage of the designs?

56% of people said they supported this stage.

Of those who said no, commented:

- They would struggle without nearby parking/disabled access.
- Did not feel it was value for money.
- Concerns that local businesses will suffer.
- Concerns over antisocial behaviour
- Designs do not feel necessary.
- Did not want full pedestrianisation

# Pop Up events

6 pop up events were held in the same locations as Phase 1 over a week in May. These were well attended, and people were welcomed to share their feedback.

Comments and feedback included:

- There should be disabled parking
- Concerns over antisocial behaviour, vandalism
- Parking is needed.
- Improvements to the pavements.
- The building need to be improved.
- There should be parking when events/markets are not on.



# Open Event

A second open event was held on the 15 May at Cleethorpes Town Hall.

Feedback from people included:

- Traditional lighting in keeping with the area
- One way traffic should be from the roundabout & not to it
- Cheaper parking
- More greenery, too much paving
- Seating options needs to be comfortable.
- More bins





# Youth Engagement

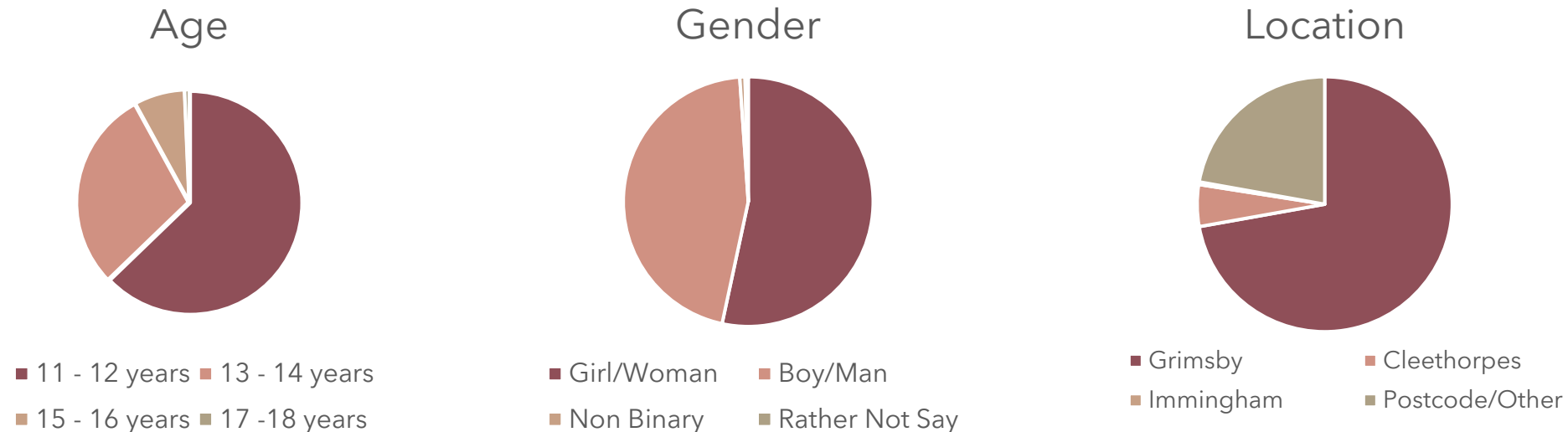
Online and In Person

# Participation

Youth Engagement is very important to Council decision making and we wanted to make sure that young people had their say on the designs for Market Place.

We set up an online survey alongside attending Schools, College and events as well as members of the urban sports community.

Our online survey had 302 responses.



# Young People's insight for Market Place

They preferred the curved designs over the angular option.

Natural Stone and Timber was the most popular design option

63% of Young People think it would be a good idea to reduce traffic in this area

Young people feel safer in the Market Place during the day than they do in the evening.

They would feel safer if there were:

- More CCTV, Police & Security
- Having more people around
- More and Improved Lighting
  - Reducing Antisocial Behaviour

They would like to have space to eat and drink within the Market Place followed by live music, concerts & staged events.

Some other suggestions were

- Fun Activities
- Public Toilets
- Skateable architecture
- Something for all ages

# Young People Engagement

## Franklin College

- The place needs pops of colour
- Would be a nice place to meet with friends
- Seasonal events could happen here
  - More local markets
- Like the idea of reduced traffic in this area
  - The designs would help to improve antisocial behaviour.
- More events that aren't aimed at children

## Reynolds Primary School

These comments & ideas were shared for Cleethorpes

- Keep area clean.
- Adventure style play
  - Food
- Free creative art spaces
  - Dog park
  - Water play
  - Outdoor library
- Areas for kids to plant
- Areas to play football
- Giant hamster ball races
  - Slides
  - Trampolines
- Ensuring everyone feeling safe

# Young People Engagement - Cleethorpes Comments

## Skills Fair - Grimsby Auditorium

- Need good lighting and well-lit areas
- Places to socialise
- More plants, trees and colour
  - Seating, picnic benches
- Cleaner place - more bins and maintenance
- Art, sculptures and graffiti space
- Changing areas with washing facilities

## Toll Bar Academy Focus Group

- More places to eat
- More parks
- More shops
- More benches
- Less Litter
- Free water to clean after being on the beach
- Police/CCTV
- Well-lit areas
- Better signage

Curved and Pops of colour were their favourite designs

