



# **Cleethorpes Regeneration Pier Gardens**

Public Engagement - 2024



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# Introduction

As part of the Cleethorpes Masterplan, concept designs for the Cleethorpes Pier Gardens were open to businesses and members of the public to have their say.

We gathered all our insights from public engagement 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 July we went out to speak with young people at college, schools and events to gather their insight.

We also engaged with a group of local creatives and members of the Urban Sports community.

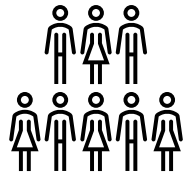




# **Phase 1 – Public Engagement**

February – March 2024

# Participation



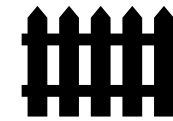
378 People gave their views on the Pier Gardens.



339 were Residents & 27 were visitors.



11 Businesses also took part. 3 as a Food/Beverages, 3 as Retail, 1 Hotel/B&B, 1 Market Trader, 1 as a landlord and 1 as a Photographer.



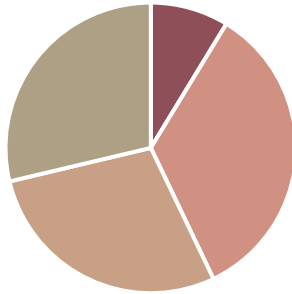
17.58% of people responded from the Croft Baker Ward



40.11% of people were aged between 50 & 64 years old. 2.41% were from Under 24 year olds

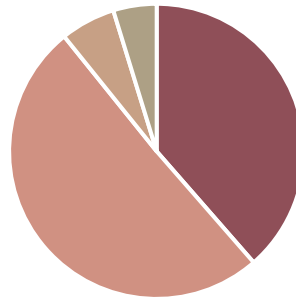
# Accessing Pier Gardens

How often do people visit



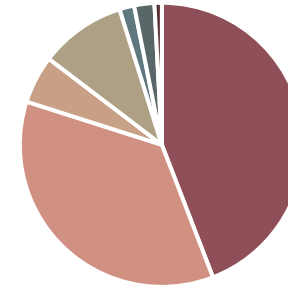
- Daily
- At least once a week
- At least one a month
- Several times a year

What time do they visit?



- Morning
- Afternoon
- Early Evening
- At Night

How do they travel there?



- Walk
- Car
- Cycle
- Bus
- Taxi
- Train
- Other

Of the people who said never, they commented:

- No reason to go, nothing really attracts us there as a family, there are nicer places to sit.

Comments made for Other were:

- Mobility Scooter (3)
- I park in the market place and walk to Pier Gardens

# Accessibility

Do they have accessibility requirements?	Total
Yes	8.78%
No	91.22%

Do they have any accessibility or mobility challenges that affect their feeling of safety?	Total
Yes	3.12%
No	96.88%

Comments included:

- Flat pavement, no potholes
- More access for wheelchairs/mobility scooters
- Well maintained steps
- Clear signage
- More Blue Badge parking, dropped curbs, wider pavements. Defibrillator
- Seating
- Toilets
  
- Hard to navigate on mobility scoter in crowds
- Improve surfaces

# How safe do people feel?

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
During the Day	36.65%	41.93%	19.57%	1.55%	0.31%
During the Evening	6.17	18.18%	43.51%	25.32%	6.82%

322 people answered for during the day  
308 people answered for during the evening

## What would enhance people's safety?

Adequate  
Lighting

Regular  
Maintenance

CCTV

Presence  
Of authority

Well-  
marked  
pathways

Other  
comments  
included:

Create a safer space  
-reduce anti-social  
behaviour/people drinking

Improve  
drainage

Improve  
visibility



# What do people like most about Pier Gardens?

I like the plants, trees & greenery

I like the green space

I like the open space

The peaceful views

We like to walk through it

It's a nice place to sit & relax

The memorial gardens

The maze

We like to sit here and eat

These are the most popular comments have been themed from the open text

# Which types of activities would they like to see?



**More/Improved Seating**

29.42%



**More plants/trees**

26.11%



**Outdoor performance space**

22.12%



**Children's Play Equipment**

16.7%

Other suggestions:

Pop up/Market space

Outdoor Gym Equipment

Improve the  
crazy golf

More Bins

Cleaner/Tidier space

More  
seating/tables

Picnic Space

Ball games

Skate Equipment

Art Displays

Sheltered Seating

Activity Trail

# How can we improve Pier Gardens so it can be used all year round?

Sheltered Seating

Creative Lighting

CCTV/Police  
Presence

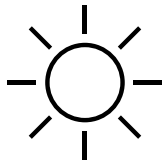
Regular  
Maintenance/  
Monitoring

Additional Seating

Creative  
Plants/Flowers

Space for families

Entertainment/  
Event Space

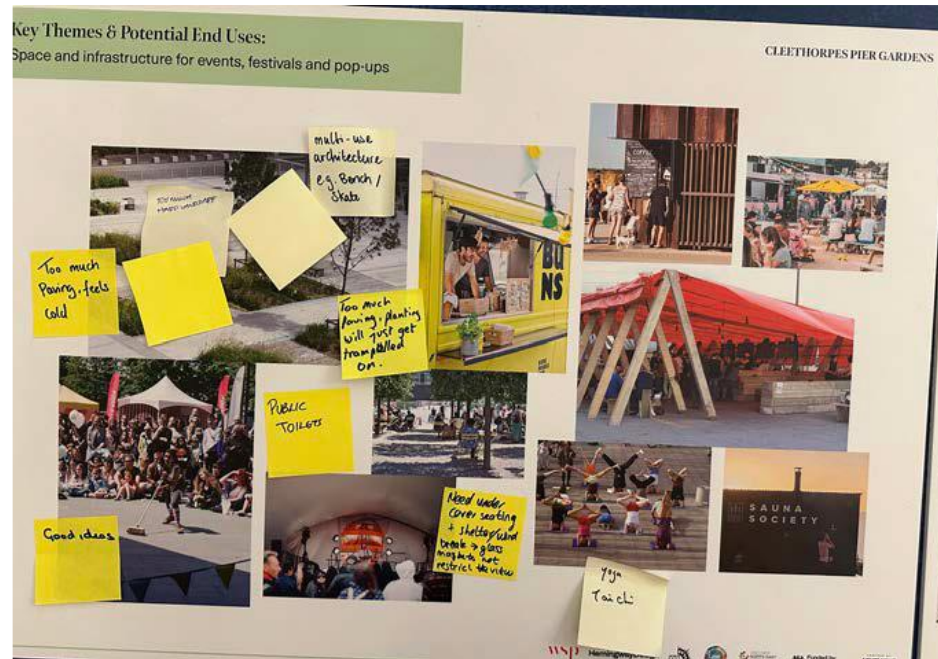


Clean & Tidy -  
Litter/Bins

Space for  
markets/kiosks/  
pop up events



# Open Event



People were invited to attend an event on Thursday 29 February 2024 at Cleethorpes Town Hall, between 12 and 7pm.

All local businesses and residents were hand delivered an invitation letter.

The event was also advertised on the NELC 'Have Your Say' Page and on all social media platforms.

WSP provided board outlining the concept designs 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 designs with the team. Feedback was collected on post it notes. Attendees also had the opportunity to complete a paper copy of the consultation.



# Common Responses & Feedback were:

- Support for modern, naturalistic, wildlife friendly planting schemes
- 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 social seating areas and the inclusion of long bench seating and games (chess) tables, as well as sheltered seating areas.
- Support for areas that enable pop-up events, performances, and group (exercise) classes.
- 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 the play offer extends to older children - teenagers and young adults, with a focus on 'making space for girls'.
- Preference for softer landscaping throughout the gardens and for hard-landscape / paved areas are kept to a minimum.
- Ensure all spaces within the gardens are well lit.



# Pop Up Events

In March 2024, 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 & complete a paper copy of the consultation.

# Some of the feedback given included:

- Always difficult to park on busy event days, especially with tourists in the area.
- Children said they love the beach.
- They would like to see trampolines, activities, somewhere to play with their friends.
- Water activities/splash, climbing frames, Gym equipment, sports equipment.
- An area for parents to sit whilst kids play.
- Seating, benches, CCTV.
- Very little disabled access to/from beach & pier gardens.
- There is not enough disabled parking available.



# Meeting with Creatives

March 2024



A groups of local creatives were invited to see and speak about the first designs.

These are some of the things they told us:

There needs to be consideration for children and families with additional/special needs as there is not enough in the area

Events usually lead to road closures so having an event space would be welcome. There would need to be adequate lighting, especially for safety.

The area does need to be enhanced and there needs to be more things for families to do.

Concerns over losing trees. There are some shaded spots that could be opened up by moving some trees. People use the grass areas but there are lots of shaded.

There needs to be a focus on the heritage of the area. There needs to be more education of the SSSI - this could be told through story/play and/or art.

Have community spaces to reduce mistreatment of the area. Work with green influencers to support planting/gardening and with schools.

The Council would need to ensure that they are able to maintain whatever is placed in the area.

Having multi use items that can be skated on, creating a dual-purpose area - but the community could be involved in looking after it too.  
They need to be included in the design process



# **Phase 2 - Public Engagement**

May 2024

# Introduction

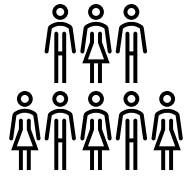
Feedback from the first phase of internal and external engagement was incorporated into updated designs.

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

Followed by another open day event on the 15 May and another week of pop-up events, that invited people to view the updated designs and have their say.



# Participation



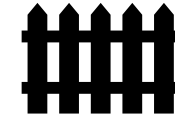
299 People gave their views on the Pier Gardens.



271 were Residents & 14 were visitors.



4 Businesses also took part. 2 were food & beverages, 2 were Retail. All 4 are based in Cleethorpes



Most of respondents were from Croft baker, Haverstoe and New Waltham



Over 57% of people were aged between 50 & 79 years old. Only 3% were from people under 24 year olds.



# Overall Zoning Proposal

61% agreed



14% disagreed



25% were unsure



Of those who did not agree, they said:

- It should be left as it is.
- Other areas in Cleethorpes should be regenerated.
- Concerns over antisocial behaviour. Vandalism & security



Thoughts & Suggestions for this were:

- I like these designs.
- Address antisocial behaviour/vandalism.
- Disability friendly access/space.
- I do not like these designs.
- Public toilets.
- It feels there is too much play for children

# Arrival Space & Performance Zone Proposal

74% agreed



10% disagreed



16% were unsure



Of those who did not agree, they said:

- There is too much paving.
- Felt it was a waste of public funding.
- No need for an event space as the Meridian is available.
- Concerns over antisocial behaviour, vandalism & security.



Thoughts and Suggestions:

- Include seating, benches, tables.
- Ensure there is sufficient plants, trees, green space and colour.
- Address antisocial behaviour/vandalism/security.
- Encourage use of the space for events.
- I like these designs.
- Public Toilets.
- Sheltered seating.



# Play Recreation Play Zone Proposal

68% agreed



18% disagreed



14% were unsure



Of those who did not agree, they said:

- Unsure about the Sand element
- There is too much 'play'
- Concerns over antisocial behaviour, vandalism and security



Thoughts and Suggestions:

- I like the designs.
- Concerns over antisocial behaviour, vandalism, and security.
- Unsure about the sand/water element.
- Must ensure that it is accessible and include disable friendly equipment.
- Must ensure that it can be maintained and cleaned long term.





# Terraces Zone Proposal

77% agreed



9% disagreed



14% were unsure



Of those who did not agree, they said:

- Concerned it would not be used.
- Felt that other areas in Cleethorpes should be regenerated.
- Concerns it would not have a traditional feel.



Thoughts and comments included:

- I like this idea.
- Must ensure that there are plenty of plants, trees, colour and green space.
- Ensure that it is accessible and disabled friendly.
- Do not agree with the designs.
- Concerns over antisocial behaviour, vandalism, and security.
- Must ensure that it can be maintained and cleaned long term.



# Reflection Zone Proposal

73% agreed



11% disagreed



16% were unsure



Of those who did not agree, they said:

- They felt that this area needs more plants, trees and grass. Appears to have too much paving.
- This area feel lacking in design.
- Concerns over the noise and interrupting the quiet/reflection.



Thoughts and comments included:

- I like the designs.
- More plants, trees and colour is needed in this area.
- More seating.
- Concerns over antisocial behaviour, vandalism, and security.
- Concerns that the area would create noise and by skateboarders.

# Any other thoughts and suggestions for Pier Gardens?

Concerns over long term cleaning and maintenance of the whole area.

I like the overall designs

Ensure that the history and heritage of Cleethorpes is included.

Ensure adequate seating, tables and sheltered seating.

There needs to be public toilets and changing facilities.

It will be a welcome improvement to the area.

Concerns over antisocial behaviour, vandalism, security and safety.

There needs to be plants, trees and colour within the gardens

There are other areas of Cleethorpes that would be more suited to Regeneration.

# Open Event & Pop Up Events

- A second open event was held on the 15 May at Cleethorpes Town Hall. 6 pop up events were held in various locations over a week in May 2024. These were all well attended, and people were welcomed to share their feedback.

## Feedback for Pier Gardens included:

- There is a need for public toilets. People would not mind paying to use them provided they are well maintained and clean.
- Could the toilet be staffed - for cleaning and safety?
- Must ensure that there is more education so that people keep the area clean and tidy.
- Young people liked the play and slides.
- Would be good for tourism.
- There must be more plants, trees and green space.
- Better signage for parking and toilet facilities.
- Enough seating, tables and shelter for all weathers.
- Skate equipment - this would be good for young people and could provide entertainment.
- Ensure that it can be cleaned and maintained long term.
- Ensure that sea views remain.





# Youth Engagement

June – July 2024

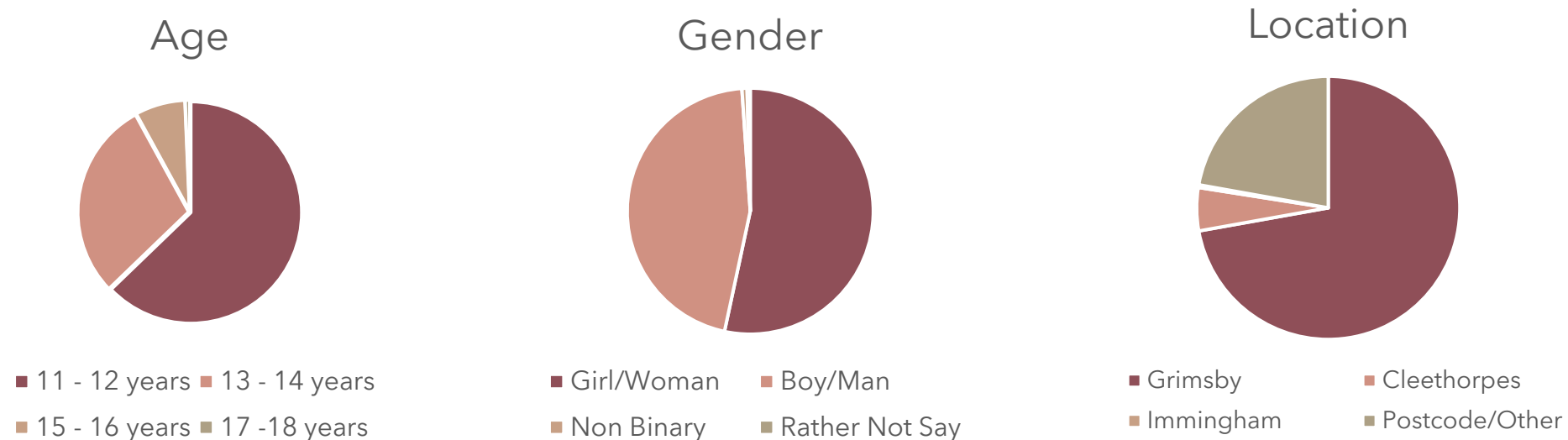


# Participation

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 Pier Gardens

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.



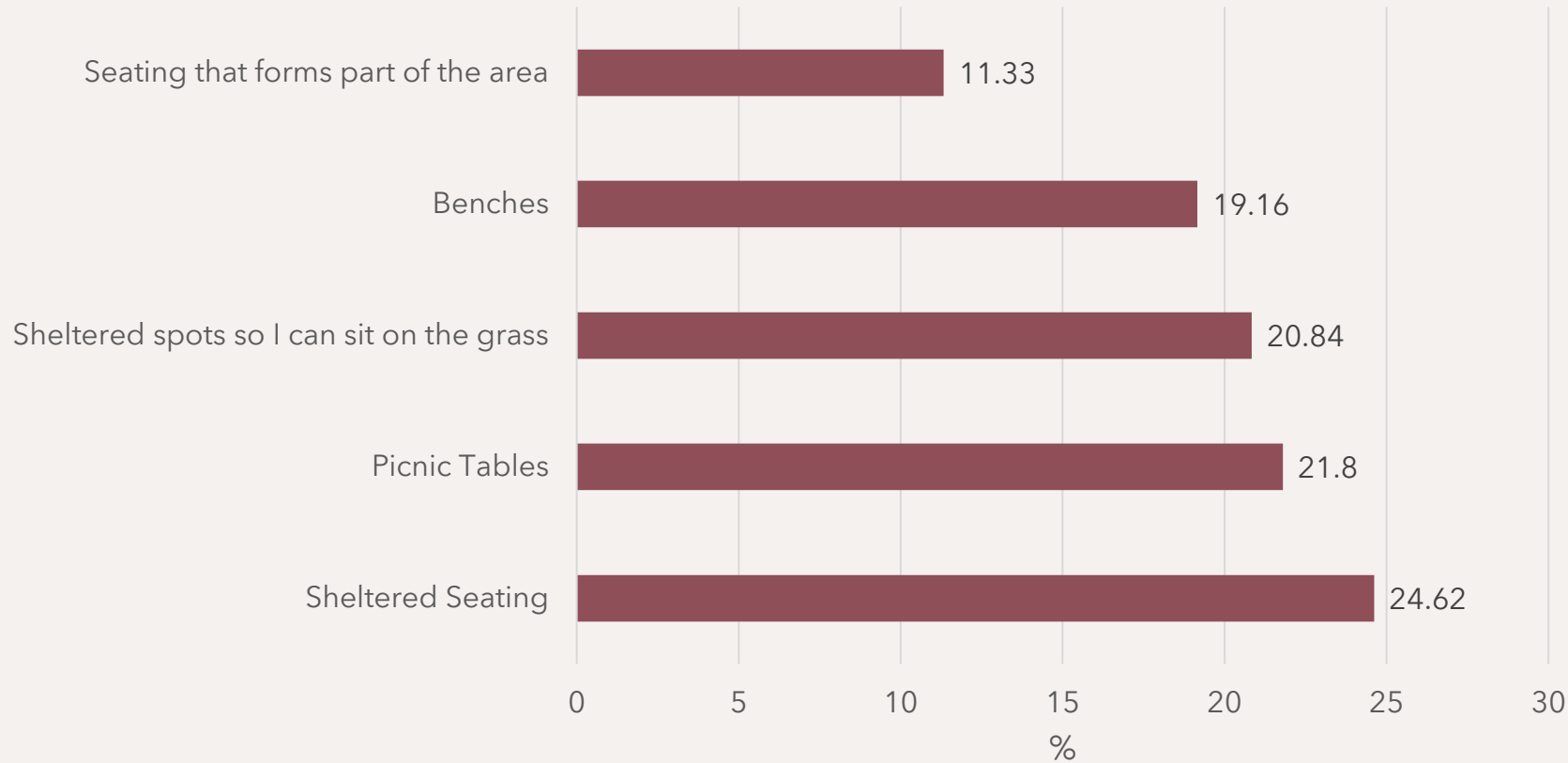


# Which of the play designs did they like?

All the suggested designs were popular, but the young people chose this as the one they liked the most.



# What types of seating would they like?



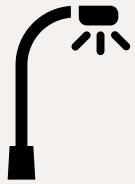
Other ideas they had...

Comfy  
Seating

Skateable  
Benches/  
Seating

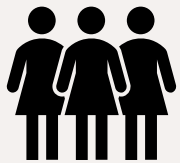
Egg  
Chairs

# How safe do they feel in Pier Gardens?



48% of young people felt safer in the daytime compared to 25% choosing safe for the evening.

42% of young people chose neutral for how safe they feel in the evening.



Over 80% of young people said they feel safer in a group or with their friends than they do when they are by themselves.



When asked what would make them feel safer, they said:

- Reducing antisocial behaviour



- Activation of the area



- Having better people around



# Urban Sports and Public Art

37% said they like the idea of having space for urban sports in Pier Gardens, while 23% said they would watch other people use it.

Ideas they had for public art included:

- Beach & Seaside Theme
- Bright & Colourful Art - that is appealing to the eye
- Cleethorpes Theme
- Fishing Boats
- Food Theme - Ice creams, Fish & Chips



# In Person Youth Engagement

Being where people are is a key element of getting insights for the Cleethorpes Regeneration projects from Young People.

So, during July, we went to the following places to show them the designs and gather what they thought about them:

- Franklin College - Age 17-18
- Reynolds Primary School - Age 9 - 11
- Skills Fair - Year 10 Students, 15-16 years
- Toll Bar Academy - Focus Group with Year 7 & 8, Age 12-13 years.

# What they told us about Pier Gardens...

## Franklin College

- More space to learn how to roller-skate.
- More CCTV & good lighting
- More visible signage
- Teachable/educational play elements.
- Need a safe space for girls
- More green space
- Bike/Scooter rental
- Performance space
- Need more stuff to do
- Nicer places to sit
- Paid or free public toilets
- Sheltered seating
- More free things for people to do
- Antisocial behaviour could be improved by incorporating something for everyone within the same space

## Reynolds Primary

- 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
- Park Equipment/Slides/Climbing frames
- Events, music & free activities
- Plants, trees and colour
- Skate Park/Skate Equipment
- Sports/football
- Beach Chairs that can be hired for free
- Safety - Police, security, CCTV
- Sealife Centre/Zoo

## Skills Fair

- Events/Music/Free activities
- Cafes/shops
- Markets/stalls/pop ups/food courts
- Park Equipment/Slides/Climbing Frames
- Rides/theme park
- Skate Park/Skate Equipment
- Good lighting and well lit areas
- Places to socialise and in groups
- Sheltered areas
- Cleaner area - bin/maintenance
- Water and Splash Zones
- Park equipment - slides & climbing frames
- Art, sculptures, graffiti space
- Changing areas - showers and wash stations
- A lot liked the play designs

# Toll Bar Academy Focus Group

## PIER GARDEN SUGGESTIONS

Animal Sanctuary

Colourful plants

Disco/Bright Funky lights

Dome Seating

Outdoor library

Picnic Space

School/Community Garden Project

Protect Dudley

Social Seating

Graffiti Walls



## WHAT WOULD MAKE THEM FEEL SAFER?

Police

Public Phones

CCTV

Alarms

Well lit areas

Having more people around

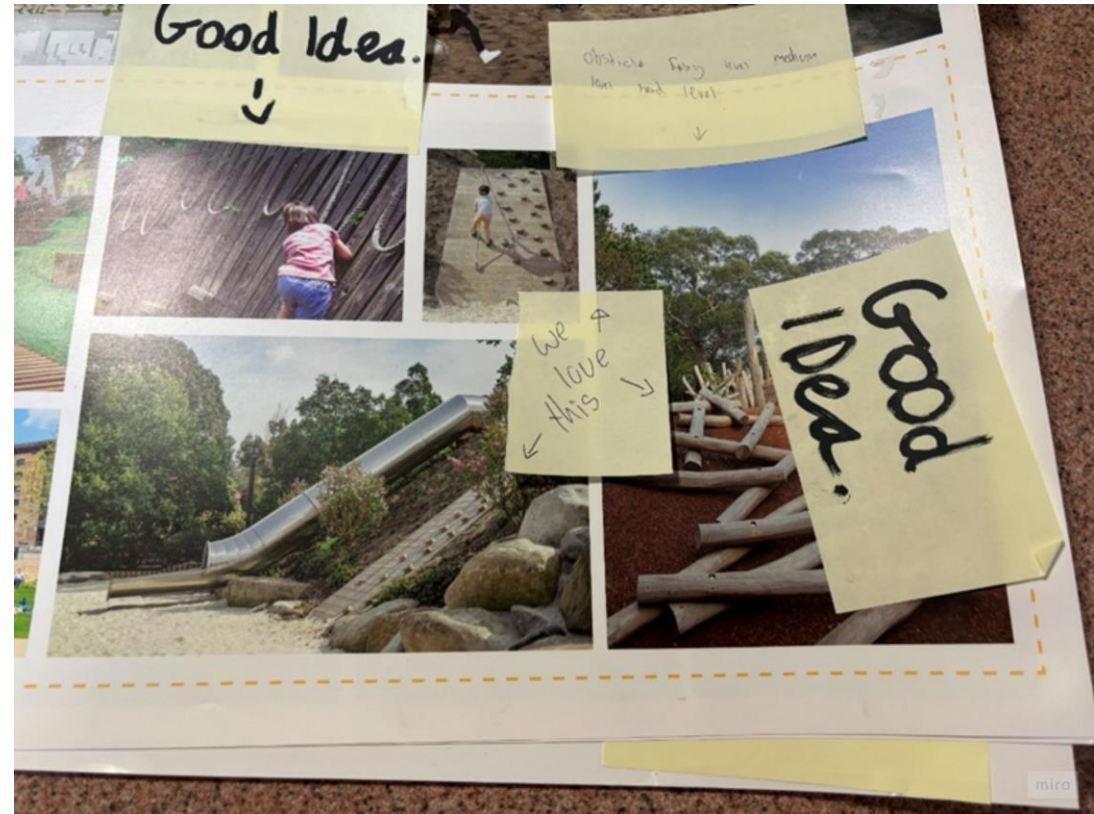
Banning smoking/vaping

Have charging points for phones

Better signage

# Some of the ideas shared on the Pier Garden design boards:

- Seating in the shape of S in the CLEETHORPES idea
- Area for climbing
- More slides near Olivers
- A more difficult maze
- Free fitness
- Social seating
- Seating/Observation Points
- Create our own ecosystem
- Need different levels of obstacle courses - easy/medium/hard
- Virtual Reality elements
- More jumps like at the Beck
- Variety of performance space
- Skating space
- A proper water park







# Urban Sports

Community Engagement

Throughout all the engagement for Pier Gardens, it was becoming clear there was a need to integrate space and features for Urban Sports. We needed to know from the community as to what their needs are and how they can be incorporated into the designs.

An Initial meeting on the 12 June, at Forw4rd, brought together members from different Urban Sports groups, including Skateboarding, BMX & Rollerblading.

Using the first design concepts we asked them to tell us what they thought and shared their ideas.



### Materials

- Different types of paving would be ideal for skating
- Bigger tiles/slabs would most suitable
- Concrete is good for roller-skaters & roller bladers.
- Ledges could be granite.
- Good lighting is needed so that people can see any obstacles.
- Resin is smoother to skate on.
- Smoother surfaces are preferred.
- A canopy and shelter needed for bad weather.

### Location

- There is no outdoor space in Grimsby that they can properly skate on
- The North Wall is the closest area they have that is like a snake run
- A snake run would be best suited in the arrival/performance zone in Pier Gardens.
- A snake run would need to be designed so it is slower at the ends for safety.
- The letters for CLEETHORPES could be scattered around the park and some letters could be skateable.

### Benefits

- Skaters travel all over the UK to skate so having something here would be a boost to the local economy.
- Skating is good for reducing antisocial behaviour as it activates spaces.
- Skating is good for health and wellbeing.
- It creates a positive community, and the area would be looked after by users.

### Other

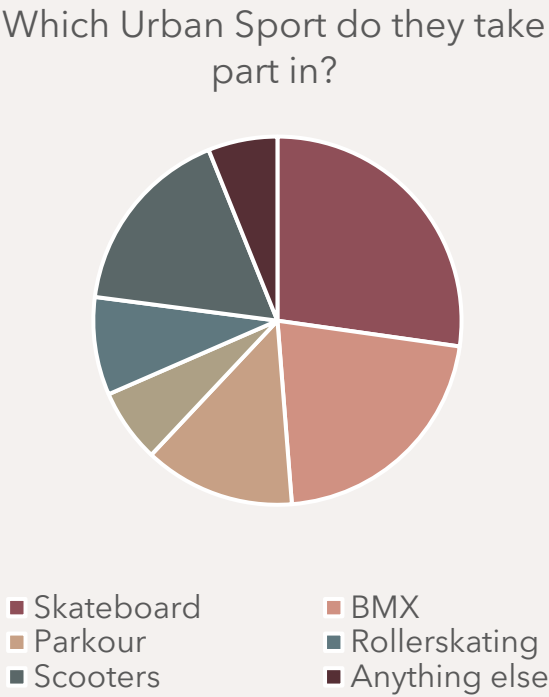
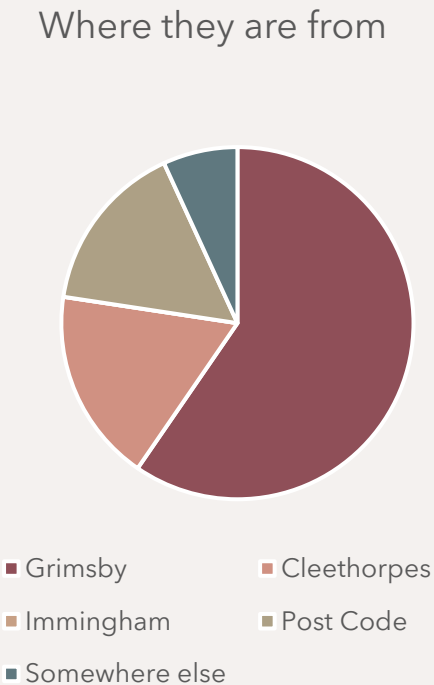
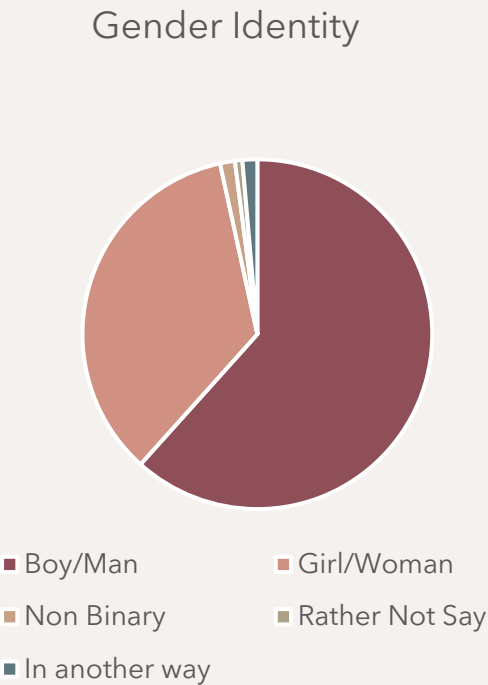
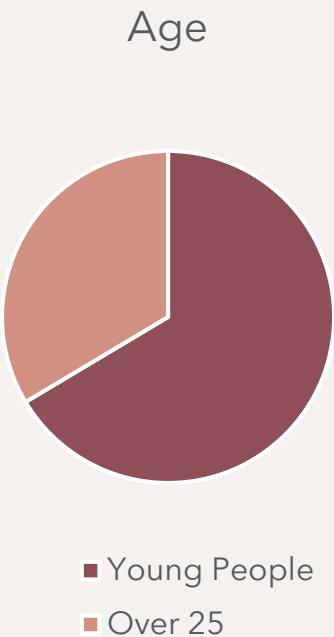
- The water area could be used by BMX when not in use.
- Skateable elements could be incorporated into the Market Place designs.
- There are existing companies that can provide quotes.



# Online Survey

To capture more detail, as part of the Youth Survey we included a section that focused on Urban Sports.  
This was shared by the Urban Sports Community and Toll Bar Academy.

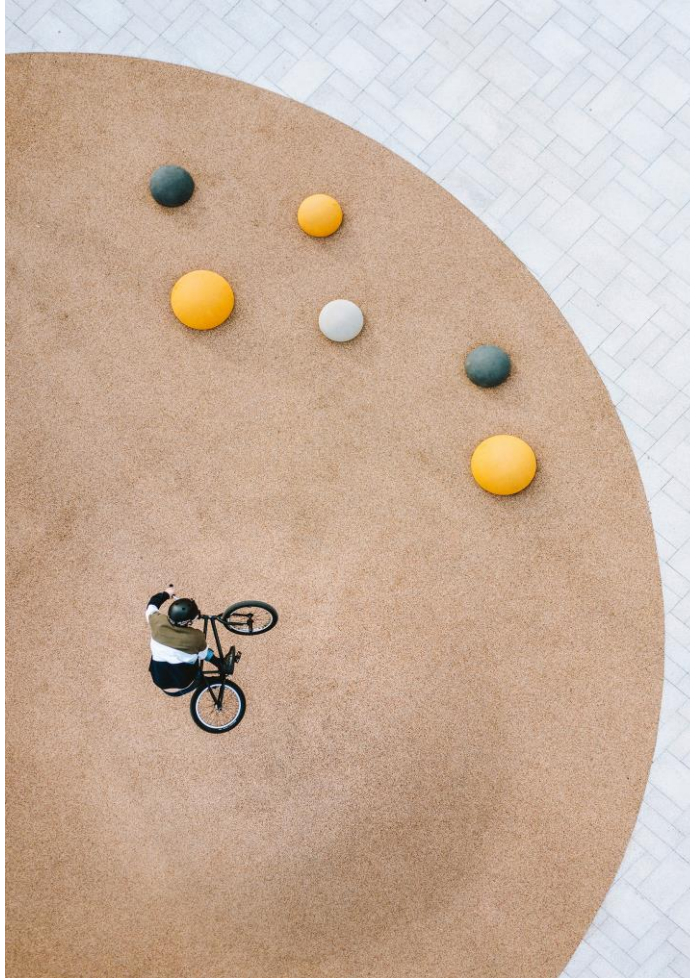
Participation - 345 people took part.





## WHAT THEY LOVE MOST ABOUT DOING AN URBAN SPORT

- Being outside
- Being with friends and likeminded people
- It's a free activity
- Its good for my wellbeing
- You can be creative
- Its good for the community



## COMMENTS

- "Urban sports bring people together, of all ages, races and beliefs. They also generate income for local businesses as if we have good urban sport opportunities and areas then people will come from other towns and cities to use them, and most likely use our local businesses for food, drinks and accommodation"
- "It keeps me fit and allows me as a disabled father to spend time with my son outside"
- "Has been shown in studies to reduce anti-social behaviour, can bring in tourism from other urban sports enthusiasts while adding something interesting for the regular tourists to see"
- "It gives people a sense of community. Skaters always end up talking to skaters, learning from each other and offer help to new beginners. They're involved within communities, host events and meet ups. Keeping people out of trouble."





Most users normally do their activities at weekends



Concrete is the preferred surface choice



They said that they could see skateable architecture all over North East Lincolnshire, but Cleethorpes was the most popular choice.

