

CABINET

DATE	11th March 2026
REPORT OF	Councillor Hayden Dawkins - Portfolio Holder for Culture, Heritage and the Visitor Economy.
RESPONSIBLE OFFICER	Carolina Borgstrom, Director of Economy, Environment, and Infrastructure
SUBJECT	Cleethorpes Draft Wayfinding Strategy and Concept Design.
STATUS	Open
FORWARD PLAN REF NO.	CB 03/26/06

CONTRIBUTION TO OUR AIMS

The Cleethorpes Wayfinding Strategy directly supports the Council's adopted aims of building a stronger economy and stronger communities. By improving navigation, accessibility, and the visitor experience in Cleethorpes, the strategy will:

- Enhance the town's appeal as a year-round destination, supporting local businesses and the visitor economy.
- Promote active travel and exploration, encouraging healthier lifestyles and increased dwell time.
- Celebrate and connect the town's heritage, natural assets, and community identity.
- Support the delivery of the Cleethorpes Masterplan and Levelling Up Fund projects, ensuring alignment with wider regeneration objectives.

EXECUTIVE SUMMARY

This report presents the draft Cleethorpes Wayfinding Strategy and concept design, which sets out a new approach to signage and navigation across the resort and town. The strategy aims to create a cohesive, accessible, and engaging environment for residents, businesses and visitors, supporting economic growth, community wellbeing, and the town's unique sense of place.

RECOMMENDATIONS

It is recommended that Cabinet:

- 1) Supports and approves the proposed wayfinding strategy and concept design provided in Appendix A – Wayfinding Stage 2 Concept.
- 2) Approves an allocation of £300K Pride in Place Funding to support the delivery of the wayfinding strategy.
- 3) Delegates authority to the Director of Economy, Environment and Infrastructure, in consultation with the Portfolio Holder for Culture, Heritage and

the Visitor Economy, to proceed to technical design and then implement the strategy, dealing with all ancillary matters reasonably arising.

REASONS FOR DECISION

The decision will support the Council to deliver a new approach to wayfinding in Cleethorpes that enhances our approach to signage and navigation across the resort and town centre, enhancing the visitor experience and supporting the visitor economy.

1. BACKGROUND AND ISSUES

- 1.1 North East Lincolnshire Council (the Council) is seeking to transform Cleethorpes through a new wayfinding strategy, as part of broader regeneration plans supported by the Cleethorpes Masterplan 2021 and Levelling Up Funding (LUF). The Council secured £18.4m LUF funding for the delivery of three projects in Cleethorpes which are Sea Road, Market Place and Pier Gardens.
- 1.2 Cleethorpes is a coastal resort with significant heritage, natural assets, and a vibrant local economy. Public consultation during the development of the Cleethorpes Masterplan highlighted issues with existing signage and a desire for a more walkable, accessible, and engaging town centre and seafront. The strategy therefore aims to:
 - Improve navigation, connectivity, and accessibility for all users.
 - Enhance the visitor experience and sense of arrival, encouraging longer dwell time in the resort.
 - Promote local attractions, events, and heritage.
 - Support economic growth and community wellbeing. The design concept draws on Cleethorpes' heritage and coastal character, using a flexible palette, local patterns, and clear, modern typography. Signage types include totems, fingerposts, map monoliths, and interpretation panels, with locations mapped across key arrival points and destinations.
- 1.3 The Wayfinding Strategy which includes a draft concept design (See Appendix 1) has been developed following engagement sessions with internal service areas, the Economy Culture and Tourism Scrutiny Panel and Cleethorpes ward members, and key stakeholders including local businesses and representatives from the tourism, retail, culture, safety and heritage sectors. Pupils from Sighnhills Academy were also engaged in the development of the strategy and the patterns created were derived from the monoprints that they made and then paired with textures inspired by the coastal landscape.
- 1.4 The Wayfinding Strategy will be implemented over a phased period as the LUF projects are completed across Sea Road, Market Place and Pier Gardens and as further funding is identified over the coming years.
- 1.5 The capital funding is estimated to provide approximately 53 wayfinding and interpretation assets across Cleethorpes, comprising 8 town centre wayfinding

map monoliths, 2 wall-mounted wayfinding maps, 2 nature reserve map monoliths, 12 town directional fingerposts, 2 nature reserve directional fingerposts, 10 way marker posts, 8 small interpretation lecterns, 5 large interpretation lecterns, and 4 sea wall-mounted interpretation lecterns, together with all associated groundworks and installation.

2. RISKS, OPPORTUNITIES AND EQUALITY ISSUES

2.1 Risks

- 2.1.1 Appropriate engagement has taken place to reduce the risk that the strategy and signage design may not meet user needs. Engagement feedback will be considered and will be factored into the technical design phase.
- 2.1.2 The coastal environment poses durability and maintenance challenges for the signage infrastructure however, under the advice of our consultants, Placemarque, appropriate sampling of a range of materials is being carried out and the performance of these materials will help to inform our decision making.

2.2 Opportunities

- 2.2.1 Wayfinding can improve connectivity across the resort areas and the town centre, increase footfall, dwell time, and local spend.
- 2.2.2 Enhanced accessibility supports equality and inclusion.
- 2.2.3 Community engagement in design fosters local pride and ownership.

2.3 Equality Issues

- 2.3.1 The strategy, which follow latest accessibility guidance, is designed to be accessible to all, with clear information, inclusive design, and consideration for protected characteristics.

3. OTHER OPTIONS CONSIDERED

- 3.1 Do nothing – but there will be a risk to the overall coherency of the LUF projects, leading to visitors being confused and unable to fully navigate and appreciate the resort and town centre. There is also the issue that existing resort signage looks poor.
- 3.2 There is the option to pause the current strategy development and work up alternative proposals. However, the current strategy is based on findings from in-depth masterplan consultation and recent stakeholder engagement. The strategy and concept design present a way forward for improving the visitor experience in Cleethorpes.

4. REPUTATION AND COMMUNICATIONS CONSIDERATIONS

There are potential positive and negative reputational implications for the Council resulting from the decision to implement the Cleethorpes Wayfinding Strategy.

4.1 Positive Implications:

- 4.1.1 The Wayfinding Strategy demonstrates the Council's commitment to regeneration, accessibility, and community engagement, responding directly to feedback from residents, businesses, and visitors during the development of the Cleethorpes Masterplan.
- 4.1.2 Delivery of high-quality, inclusive wayfinding will enhance the image of Cleethorpes as a modern, welcoming destination, supporting local pride and economic growth.
- 4.1.3 Collaboration with local schools and stakeholders in the design process will showcase the Council's partnership approach and investment in the community.

4.2 Negative Implications:

- 4.2.1 If the strategy is not delivered to a high standard, or if public expectations are not met, there is a risk of reputational damage, particularly given the visibility of signage and the stakeholder engagement undertaken.
- 4.2.2 Delays, budget overruns, or lack of clear communication could lead to criticism from residents, businesses, and media.

5. FINANCIAL CONSIDERATIONS

The development phase of the Cleethorpes Wayfinding Strategy has been financed through the Cleethorpes Levelling Up Fund, following formal approval by Cabinet on 14th June 2023. This strategic investment reflects the Council's commitment to enhancing Cleethorpes' public realm and supporting the wider regeneration agenda.

The initial implementation phase of an approved strategy, encompassing the manufacture and installation of wayfinding signage, is supported by £300K Pride in Place funding which has been secured.

6. CHILDREN AND YOUNG PEOPLE IMPLICATIONS

The strategy includes engagement with local schools (e.g., Signhills Academy pupils contributed to patterns and textures), and aims to create a safe, accessible, and engaging environment for children and families. Improved wayfinding supports access to play areas, attractions, and educational interpretation of local heritage and nature.

7. CLIMATE CHANGE, NATURE RECOVERY AND ENVIRONMENTAL IMPLICATIONS

The strategy promotes active travel (walking, cycling), reducing reliance on cars and supporting lower carbon emissions. Signage highlights natural assets and encourages responsible enjoyment of the environment. Materials are specified for durability and sustainability, and the design supports nature recovery by raising awareness of local habitats (e.g., saltmarsh, dunes).

8. PUBLIC HEALTH, HEALTH INEQUALITIES AND MARMOT IMPLICATIONS

Improved wayfinding encourages walking and cycling, supporting physical activity and wellbeing. Enhanced accessibility reduces barriers for people with disabilities or health conditions. The strategy supports Marmot principles by promoting inclusive environments and access to green and blue spaces for all.

9. CONSULTATION WITH SCRUTINY

An informal workshop with the Economy, Culture and Tourism Scrutiny Panel members and Cleethorpes ward councillors was held on 29 January 2026. At this time of writing this report, the draft strategy and concept design is scheduled to be considered by the Economy, Culture and Tourism Scrutiny Panel on 11 March 2026, and any recommendations will be made to Cabinet.

10. FINANCIAL IMPLICATIONS

Approval of the strategy will commit the Council to an initial implementation phase supported by £300k Pride in Place funding, secured to enable the manufacture and installation of priority wayfinding elements.

Future phases of delivery will be dependent on the availability of additional external funding and internal capital resources. There are no immediate unbudgeted costs arising from approval of the strategy, but Cabinet should note that full realisation of the strategy will require further financial planning, including potential future capital bids or external funding applications.

11. LEGAL IMPLICATIONS

Adoption of the proposed strategy links in with extant policy positions. The delegations sought are appropriate and will be fulfilled with appropriate officer resource.

12. HUMAN RESOURCES IMPLICATIONS

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

13. WARD IMPLICATIONS

Croft Baker, Haverstoe, Sidney Sussex

14. BACKGROUND PAPERS

14th June 2023 Cabinet Papers: [Cabinet | NELC](#)

15. CONTACT OFFICER(S)

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E: helen.thompson1@nelincs.gov.uk

NO RESTRICTIONS

**COUNCILLOR HAYDEN DAWKINS
PORTFOLIO HOLDER FOR CULTURE, HERITAGE AND THE VISITOR
ECONOMY**

Cleethorpes Wayfinding

Concept Design

February 2026

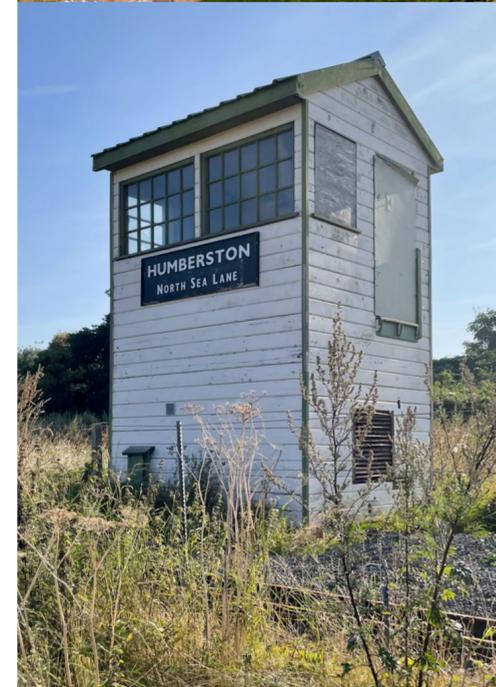
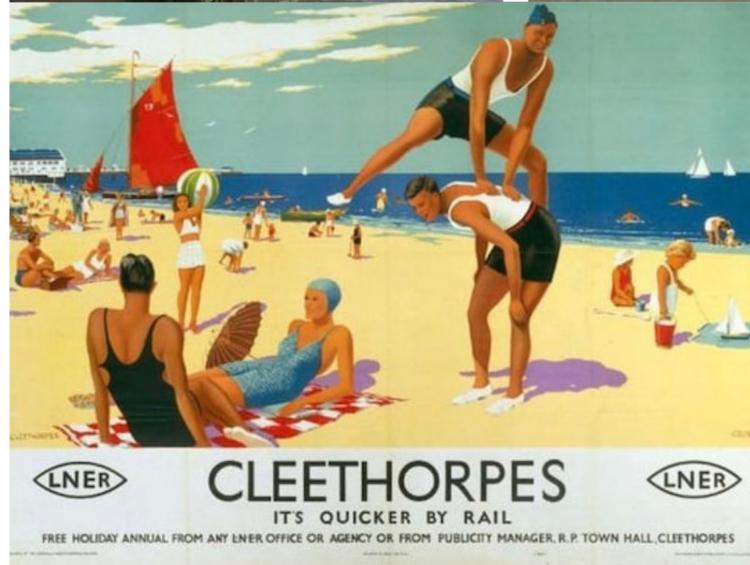
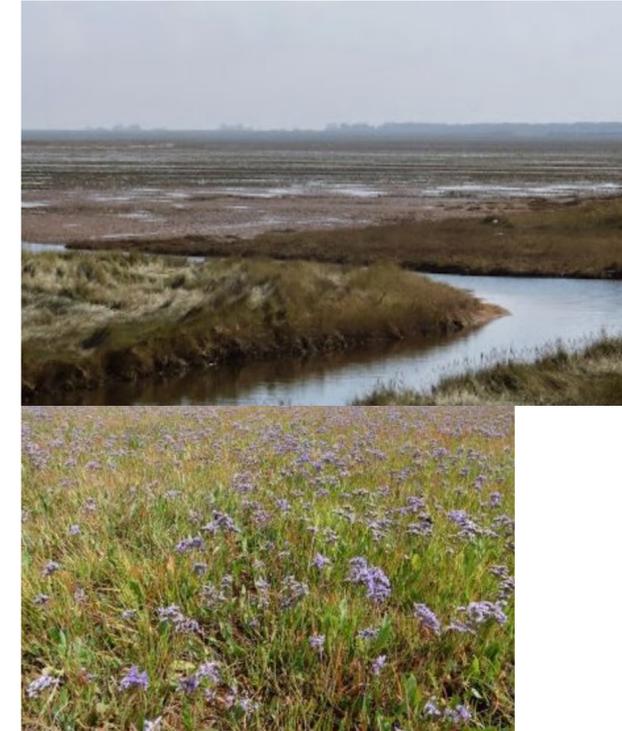
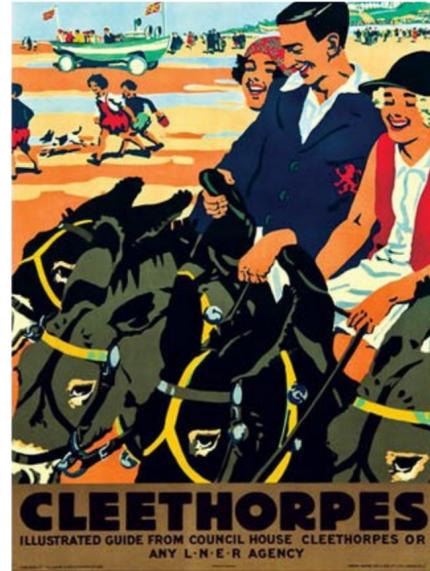
Item 8

GRAPHIC DEVELOPMENT

DESIGN APPROACH: LOCAL DISTINCTIVENESS

Graphic approach:

The graphic concept seeks to establish a coherent visual language by drawing on the town's coastal setting, heritage, and natural environment, with a strong emphasis on the SSSI nature reserve. Colours are carefully curated to unify the scheme: vibrant seaside-inspired tones for contrasted with more muted greens and earth shades reflecting the dunes, salt marsh, and biodiversity of the reserve. Patterns that echo local natural and environmental forms. Materials that reference the textures of groynes, navigation beacons, and Victorian heritage.



Colour

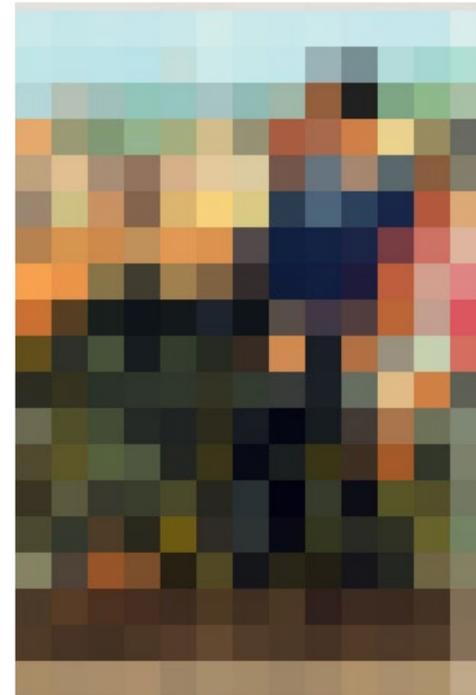
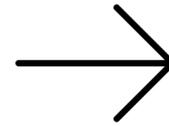
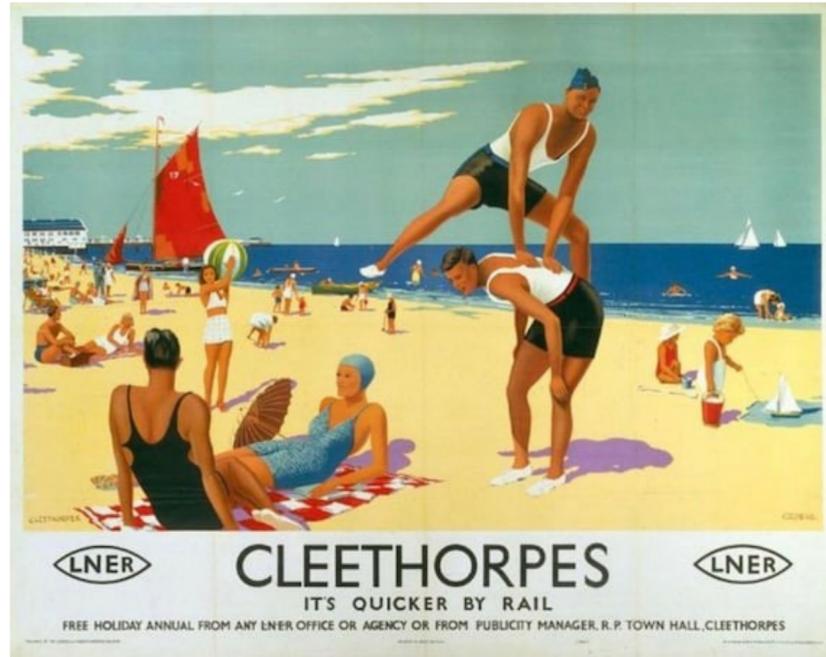
Palette:

A wide-ranging palette informed by Cleethorpes' classic tourism and travel posters, as well as its distinctive coastal hues. The palette is designed to be flexible and adaptable across the town's key character areas: the Promenades, the Town Centre, and the Nature Reserve.

Colour Combinations:

Complementary pairings and combinations tailored to each character area.

COLOUR
VISUAL CUES:



COLOUR PALETTE

* CLEETHORPES HERITAGE RALS



RAL 6020

RAL 1013

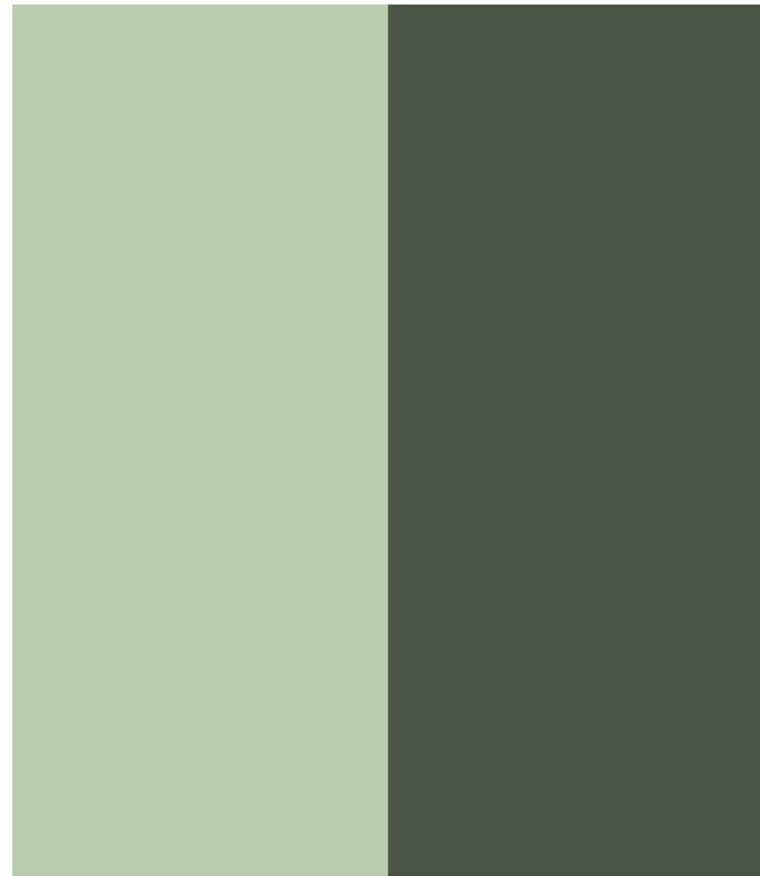
RAL 3004

RAL 3001

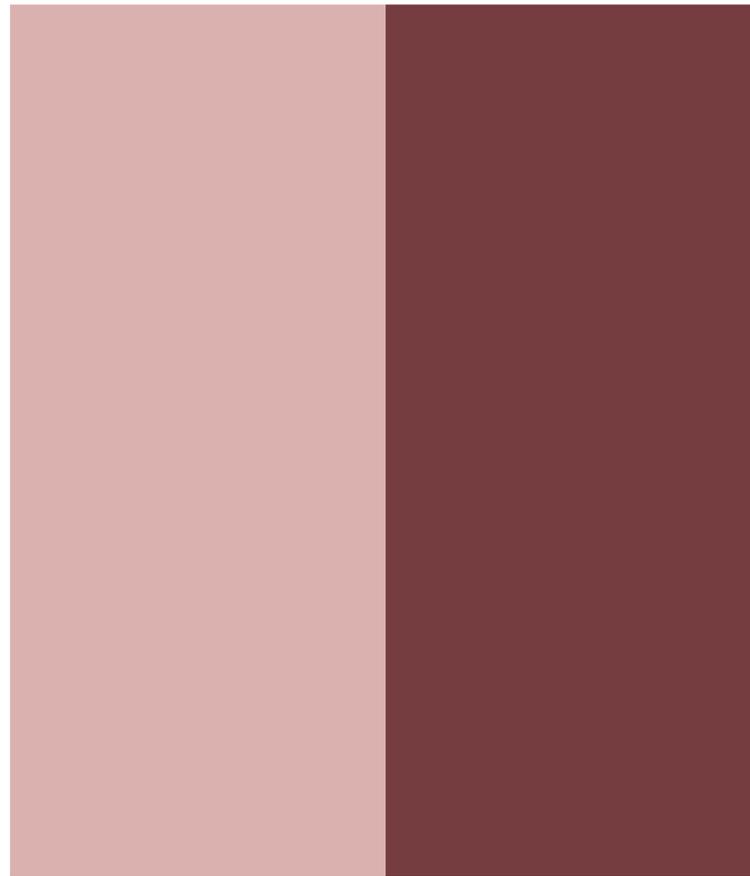
RAL 5001

COLOUR PALETTE
PAIRINGS:

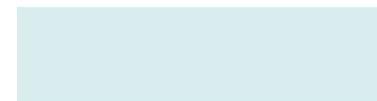
NATURE RESERVE



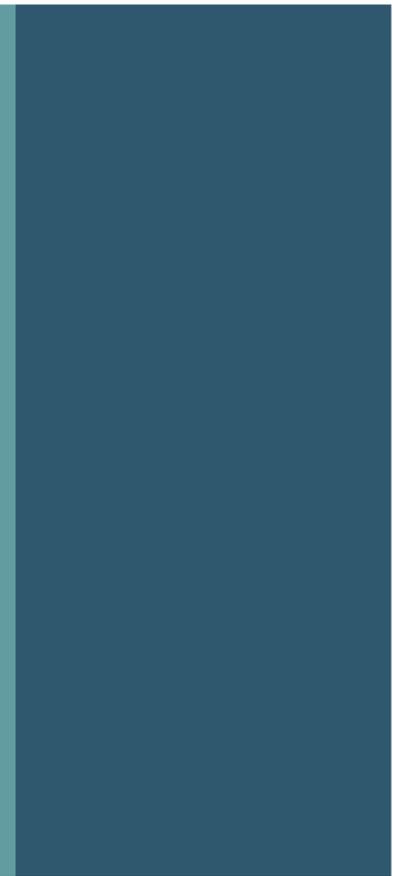
TOWN CENTRE



CENTRAL PROM



NORTH PROM



Textures/Patterns & Photography

- **Patterns & Textures:**

Patterns derived from the monoprints created by Signhills Academy pupils are paired with textures inspired by the coastal landscape—taking cues from sand, water, dune grasses, and other natural elements. These elements work together to add depth, character, and a strong sense of place.

- **Imagery Treatment:**

A consistent duotone photo filter applied across all imagery to create a cohesive visual language and to harmonise with the selected colour palette.

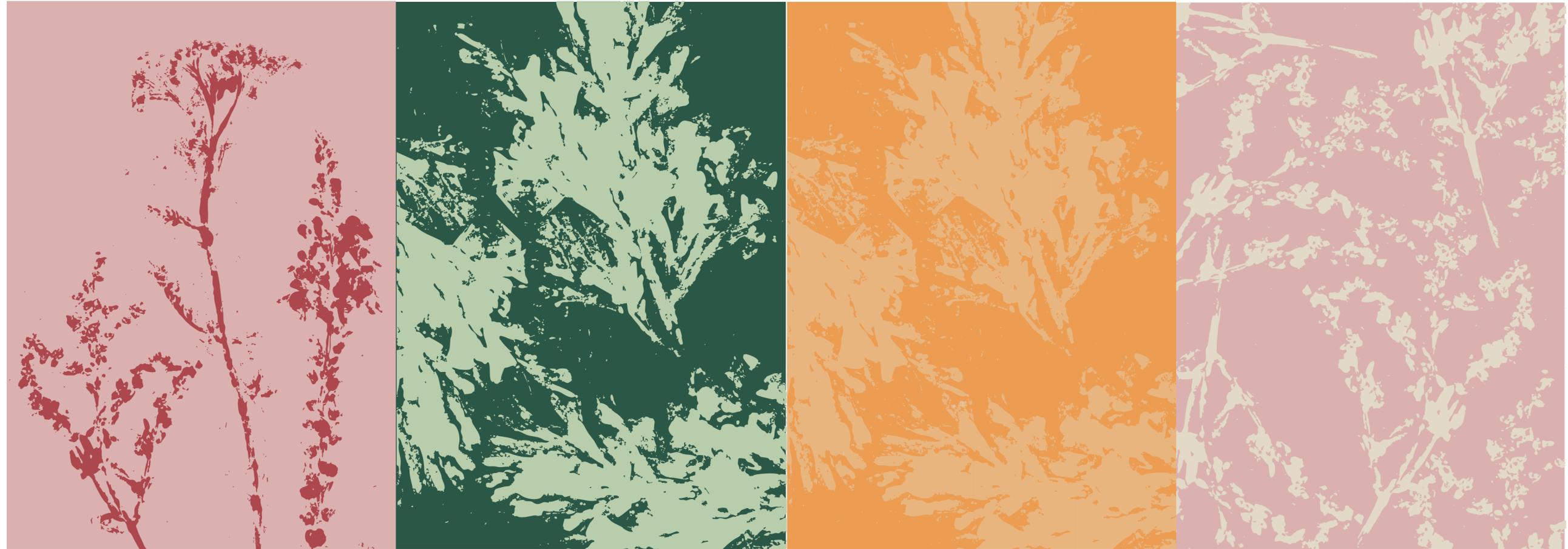
TEXTURES/PATTERNS SIGNHILLS ACADEMY MONOPRINTS:



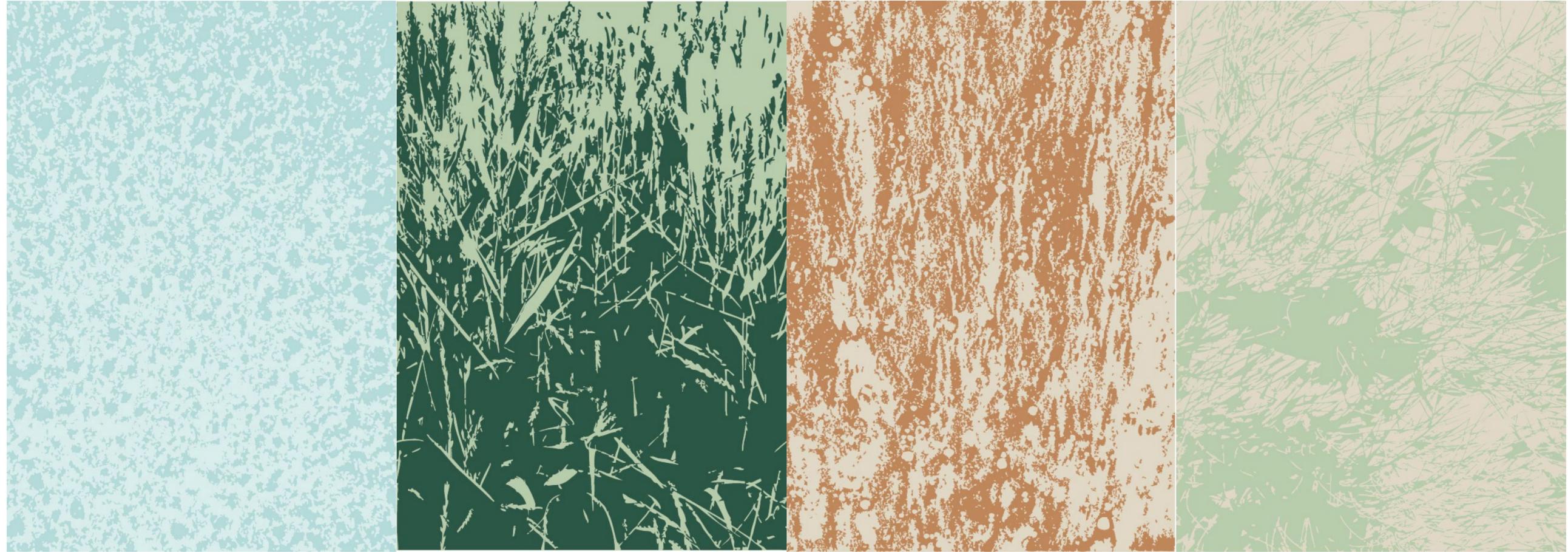
TEXTURES/PATTERNS
SIGNHILLS ACADEMY MONOPRINTS:



TEXTURES/PATTERNS
SIGNHILLS ACADEMY MONOPRINTS:



TEXTURES/PATTERNS
BEACH/NATURE RESERVE TEXTURES:



PHOTOGRAPHY
DUO-TONE FILTER:



Typography

Classic, unfussy typefaces chosen to balance character with clarity. The approach offers a modern interpretation of the heritage typefaces seen in early–mid 20th-century Cleethorpes promotional materials and town signage, including pier lettering and decorative lighting features.

Option 1:

A bold sans-serif with a distinctive, characterful edge.

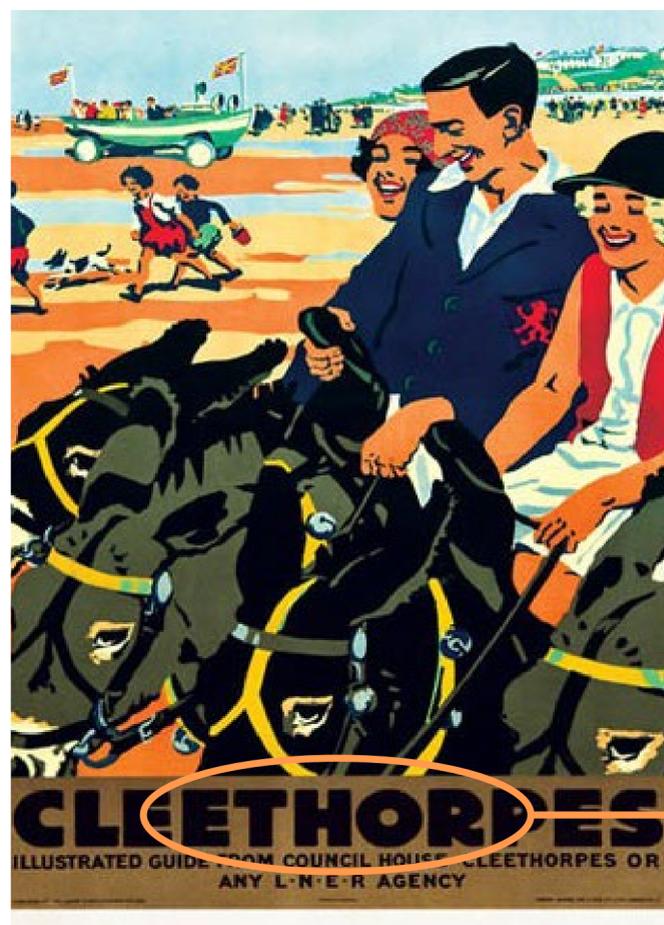
Option 2:

Classic humanist sans-serif

Both options are supported by a monospace typeface that enhances readability for functional content such as maps, supporting information, and secondary messaging.

TYPOGRAPHY

OPTION 1



Title: **RINGOLD**

Body copy: PosteramaText Reg

Caption: Azo Mono Reg

Bold sans-serif

OPTION 2



Classic humanist sans-serif

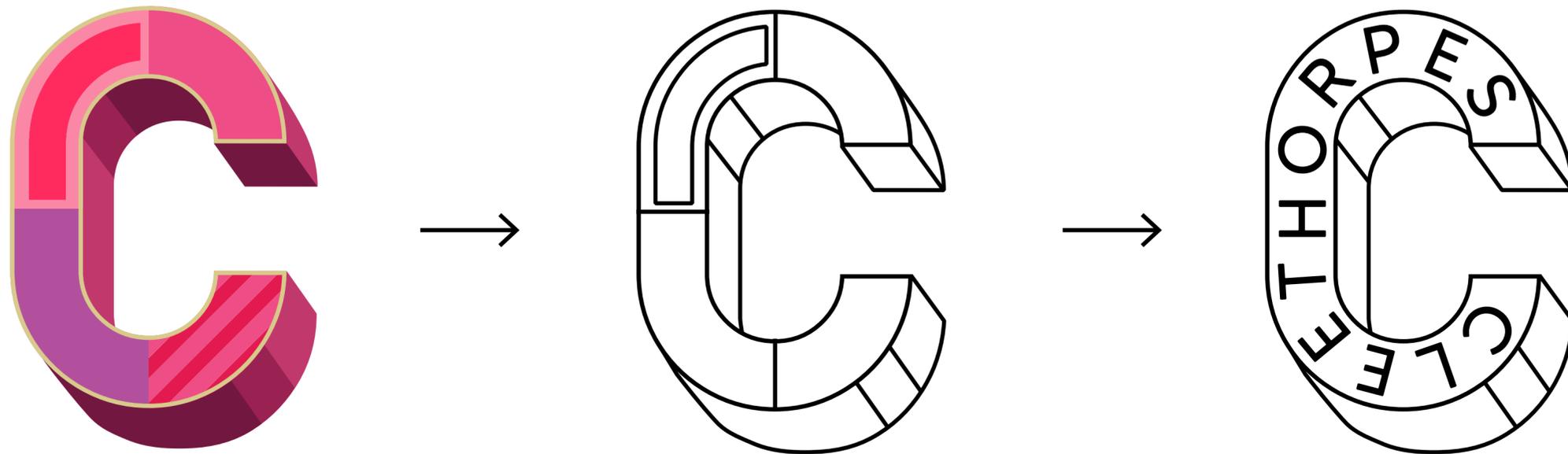
Title: **POSTERAMA**

Body copy: Posterama

Caption: Azo Mono Reg

STAMP

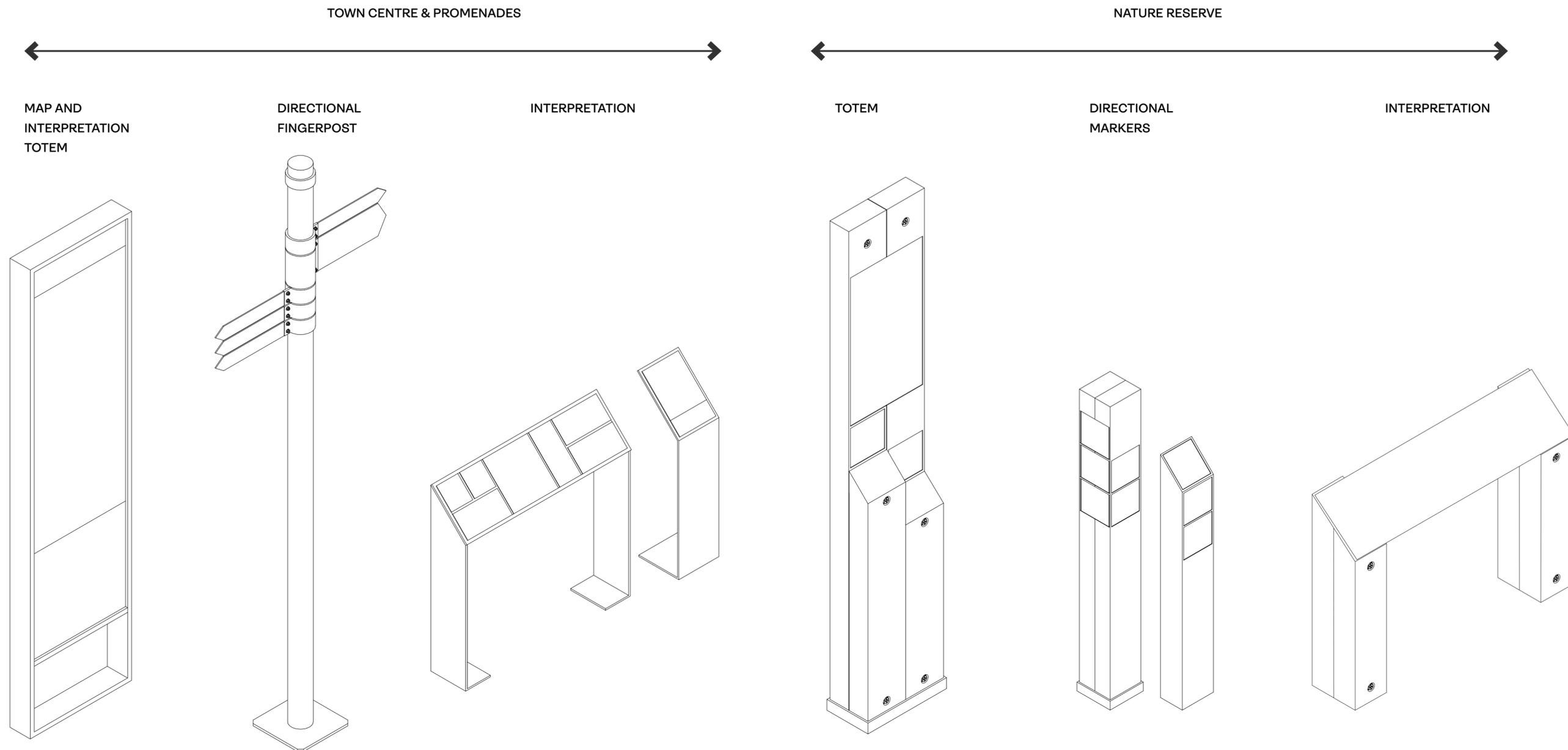
An evolved version of the Cleethorpes hoarding 'C' becomes a recognisable stamp applied consistently across all signage types, creating a unified and instantly identifiable visual marker for the town.



Application

SIGN FAMILY & MATERIALS

We are currently in the process of sampling and installing a number of finishes in Pier Gardens to assess how these perform in situation over time.



Material Option 1a/b

Option 1a and 1b is a corten steel or a powder-coated equivalent, using an Interpon architectural coating. This allows us to achieve the visual warmth of corten, but without the runoff and long-term maintenance issues typically associated with true corten.



Material Option 2a/b

Options 2a and 2b explore either galvanised steel or peel-shot stainless steel as alternatives.



Nature Reserve - Predominate Material

Nature reserve palette shifts to a kiln-dried oak construction. This provides a more sympathetic and contextual response, ensuring the materials are appropriate and in keeping with the natural setting.

TOTEM

At the top of the totem, the location or destination name is prominently displayed using the title or primary typeface, ensuring it stands out as the main point of reference. The stamp is positioned to the right, providing a balanced and cohesive header.

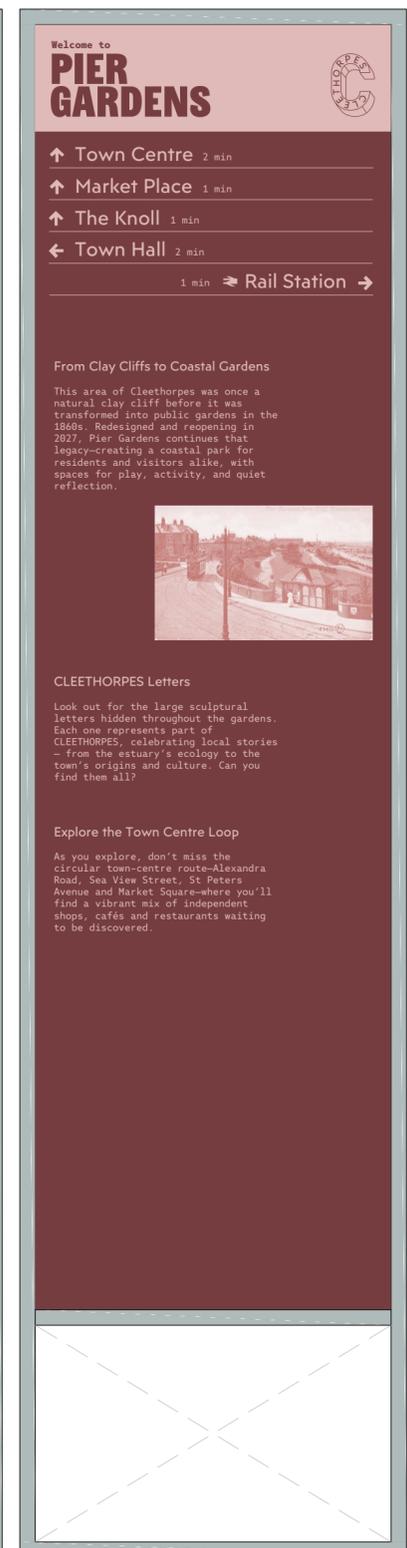
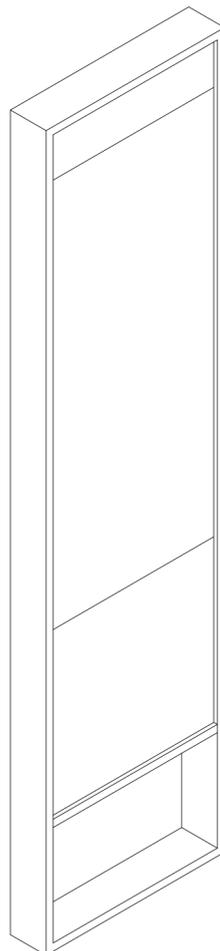
Directly below, directional wayfinding is presented clearly and concisely in the secondary typeface, designed for easy readability and straightforward navigation.

The wayfinding map is centrally placed within the totem, acting as the key orientation feature for visitors.

On the reverse side, beneath the essential directional signage, there is space for interpretive content. This can include interesting heritage information and highlight important destinations within the resort. Additionally, it offers an opportunity to promote independent businesses, support the town centre retail loop, and draw attention to natural attractions such as the local nature reserve.

OPTION 1

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 Body copy: PosteramaText Reg
 Caption: Azo Mono Reg



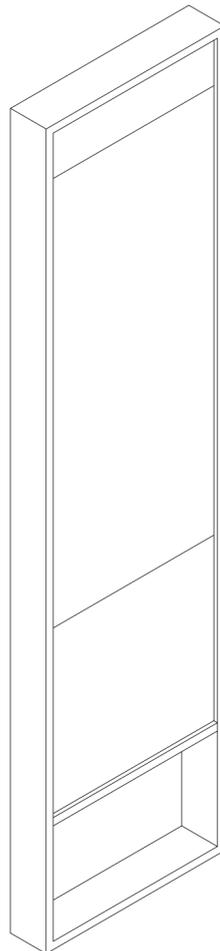
TOTEM

OPTION 2

Title: **POSTERAMA**

Body copy: **Posterama**

Caption: **Azo Mono Reg**



CENTRAL PROMENADE

- ↑ Tourist Information 1 min
- ↑ Leisure Centre 12 min
- ↑ Nature Reserve 13 min
- 1 min Toilets →
- 2 min Pier Gardens →
- 3 min Town Centre →

Discover the coast your way – from golden sands to independent shops, cafés, and nature walks.

↓ These patterns were created with pupils from Signalls Academy. Working with the Cleethorpes Coastal Ranger, they collected plant forms from the saltmarsh and used them to inspire the design.

PIER GARDENS

- ↑ Central Promenade 2 min
- ↑ Tourist Information 2 min
- ↑ Toilets 1 min
- ← Rail Station 2 min
- 1 min The Knoll →
- 2 min Town Hall →

Discover the coast your way – from golden sands to independent shops, cafés, and nature walks.

↓ These patterns were created with pupils from Signalls Academy. Working with the Cleethorpes Coastal Ranger, they collected plant forms from the saltmarsh and used them to inspire the design.

PIER GARDENS

- ↑ Town Centre 2 min
- ↑ Market Place 1 min
- ↑ The Knoll 1 min
- ← Town Hall 2 min
- 1 min Rail Station →

From Clay Cliffs to Coastal Gardens

This area of Cleethorpes was once a natural clay cliff before it was transformed into public gardens in the 1860s. Redesigned and reopening in 2027, Pier Gardens continues that legacy—creating a coastal park for residents and visitors alike, with spaces for play, activity, and quiet reflection.

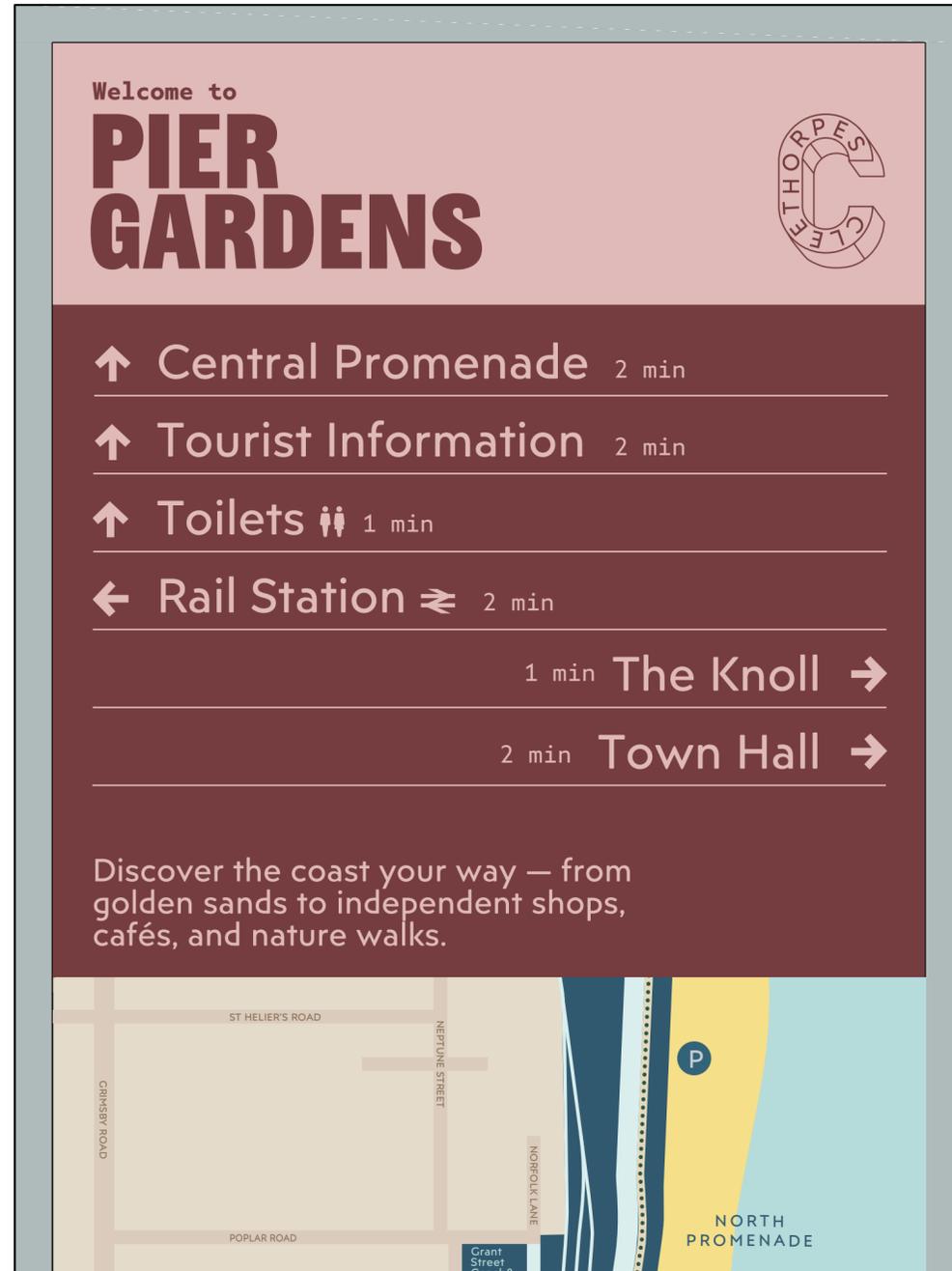
Planting and Ecology

This scheme introduces [xv] new plants across [xv] species and cultivars. Together, these species offer seasonal resources such as nectar, pollen and seed from early spring through to winter. The planting supports a range of wildlife, including pollinators like bees, hoverflies and butterflies, as well as urban birds such as goldfinches, robins and dunlocks.

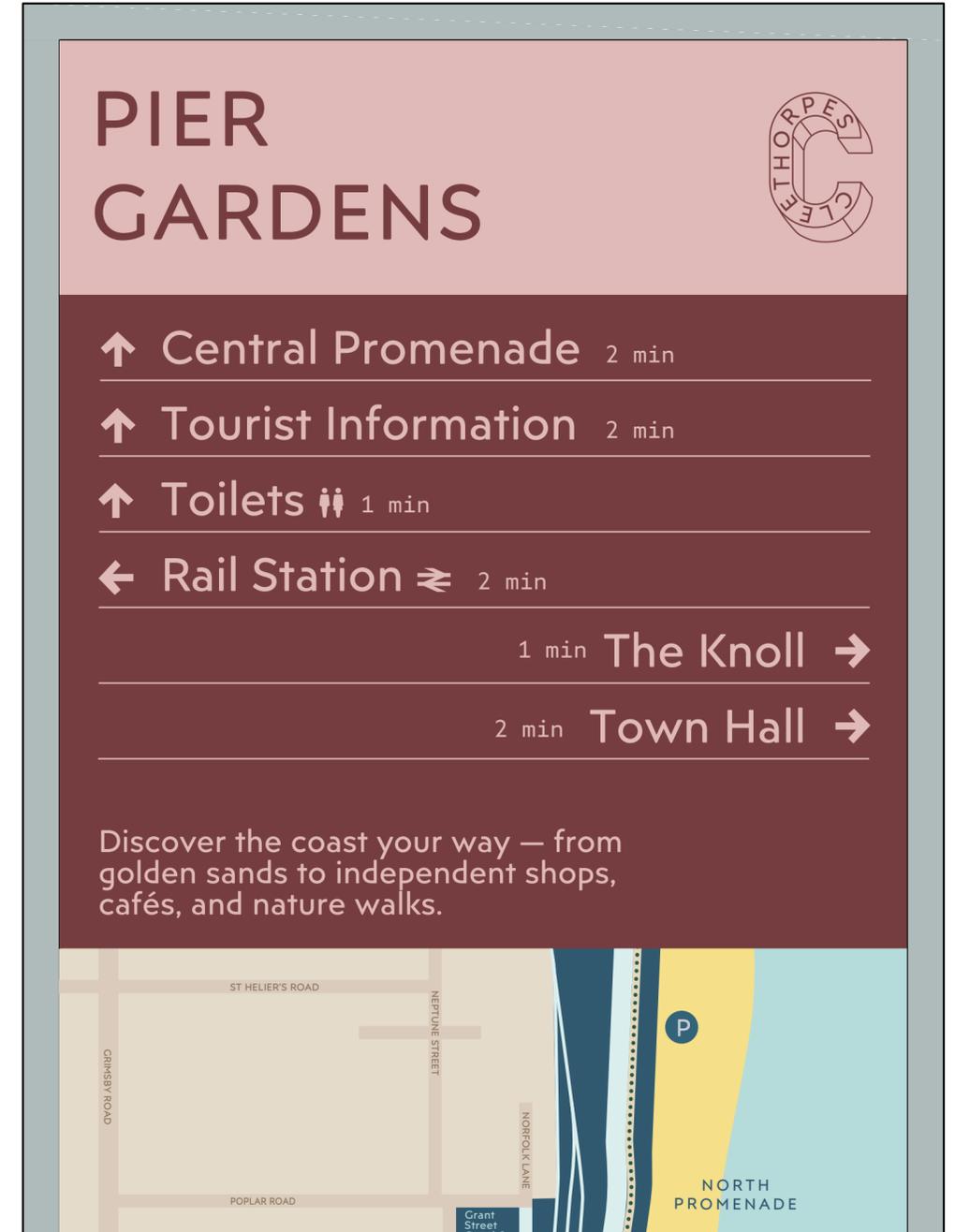
Explore the Town Centre Loop

As you explore, don't miss the circular town-centre route—Alexandra Road, Sea View Street, St Peters Avenue and Market Square—where you'll find a vibrant mix of independent shops, cafés and restaurants waiting to be discovered.

TOTEM



OPTION 1

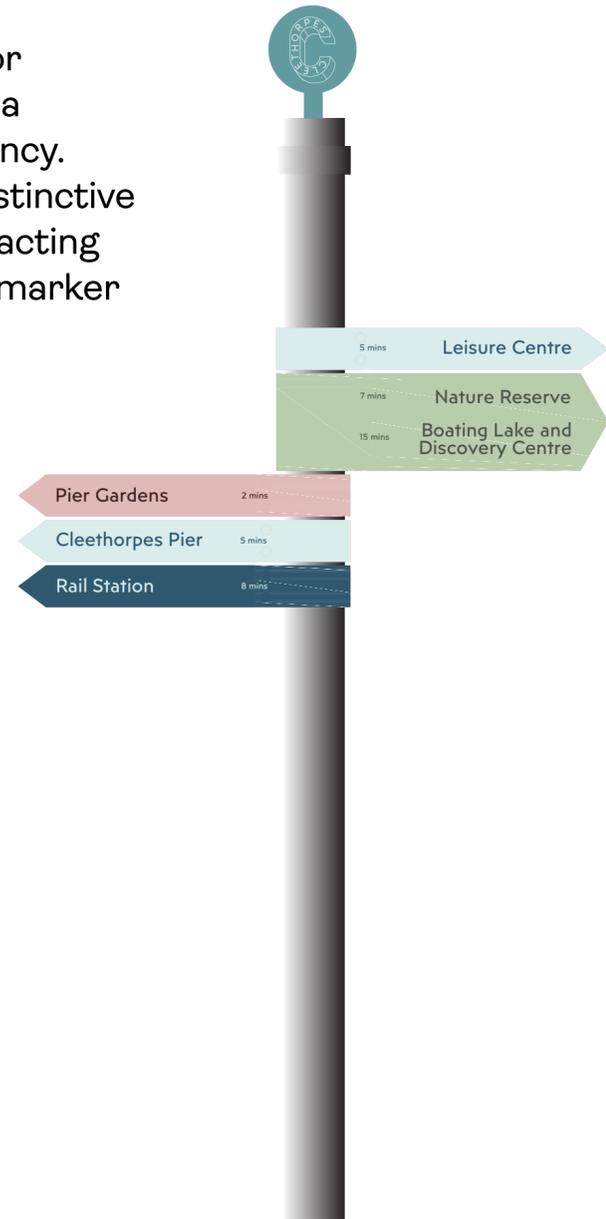


OPTION 2

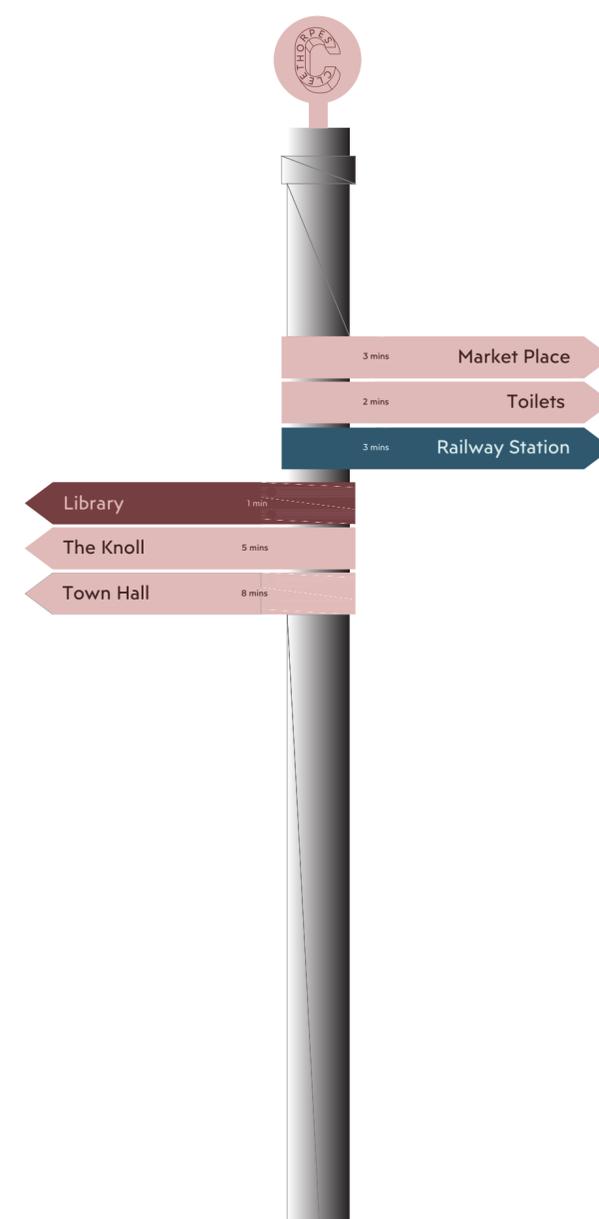
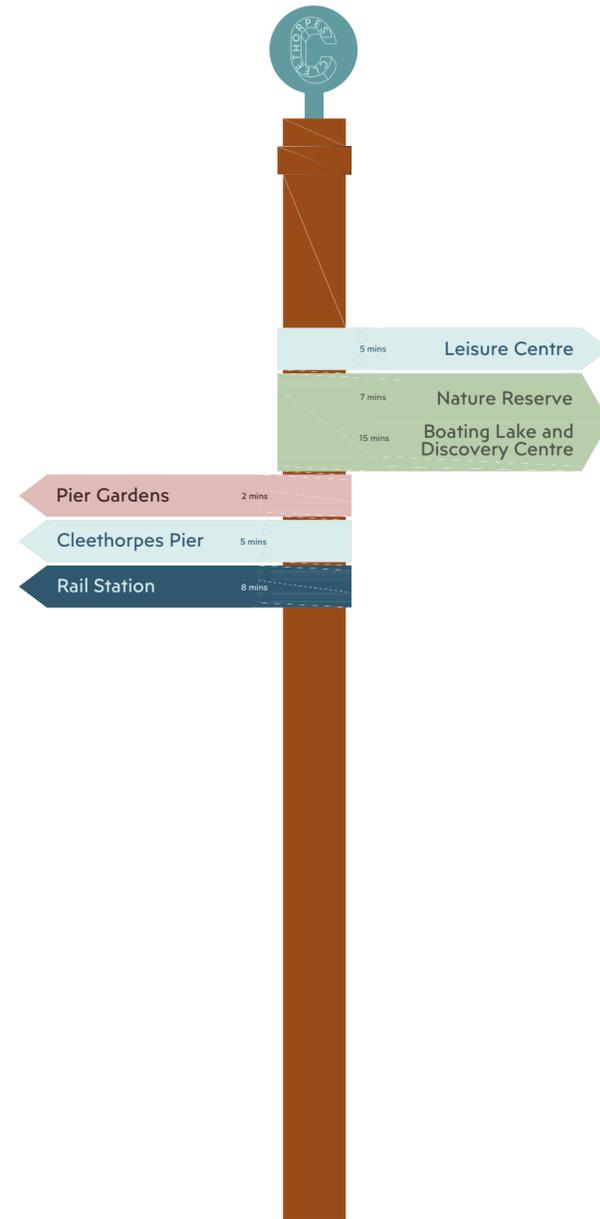
FINGER POST

Simple, directional finger posts clearly signpost destinations and facilities, alongside walking or wheeling times.

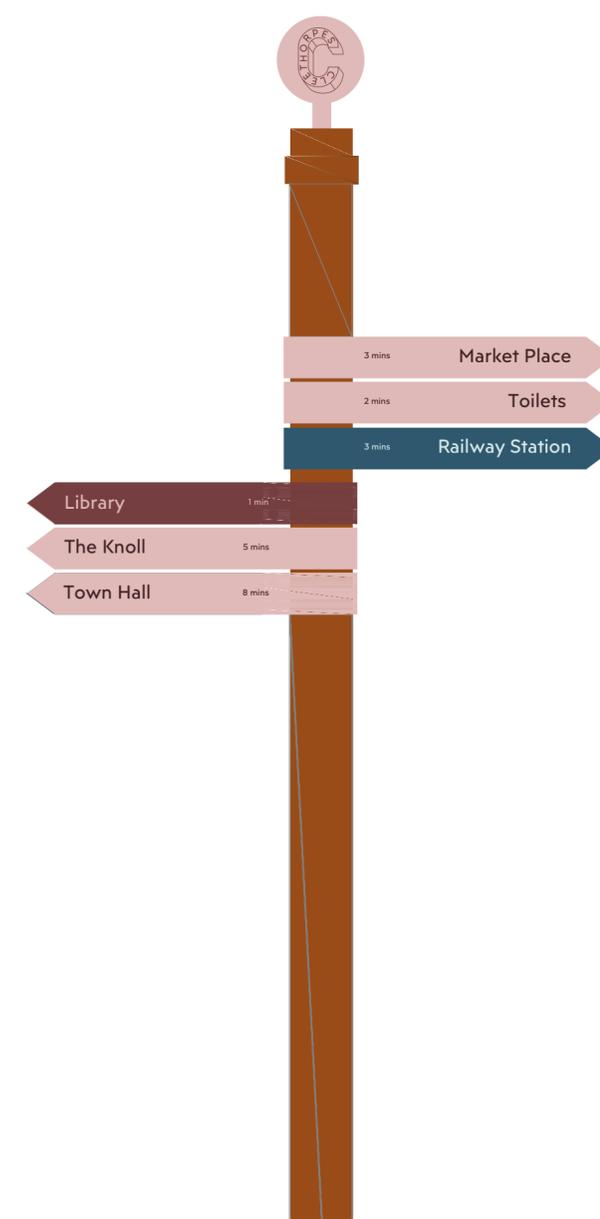
The colour application reflects or complements the character area palette, ensuring visual consistency. Each finger post features the distinctive 'Cleethorpes' stamp at the top, acting as a beacon and a recognisable marker that strengthens place identity.



CENTRAL PROMENADE



TOWN CENTRE

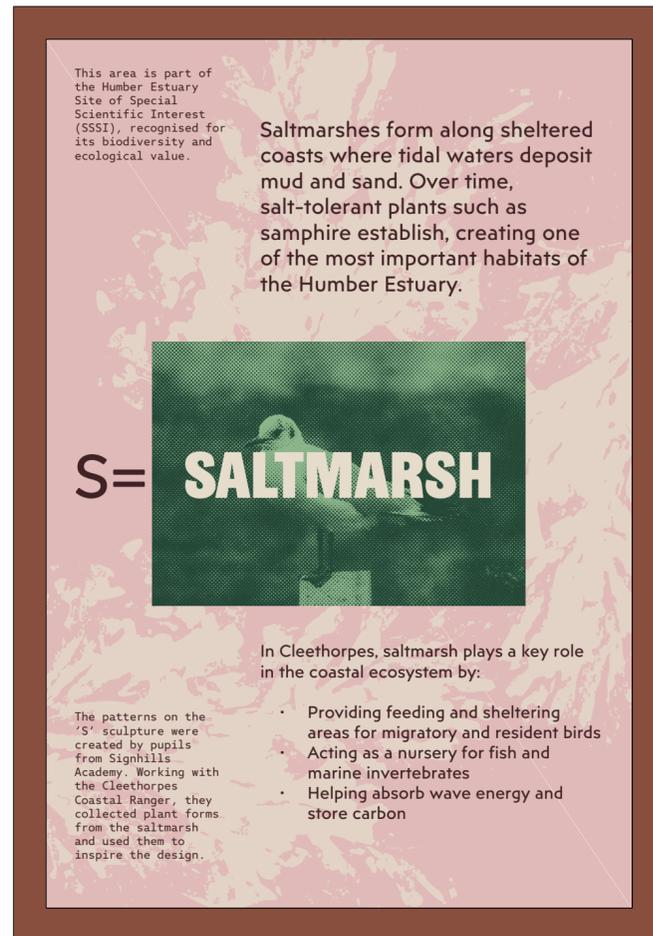
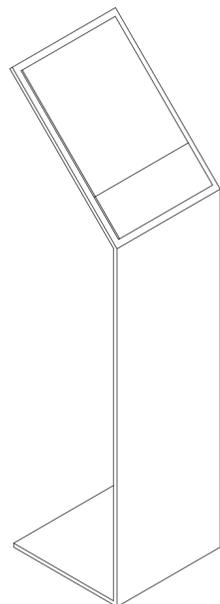


SMALL INTERPRETATION

There are two proposed interpretation typologies — one larger, horizontal format, and a smaller interpretation panel, as shown right.

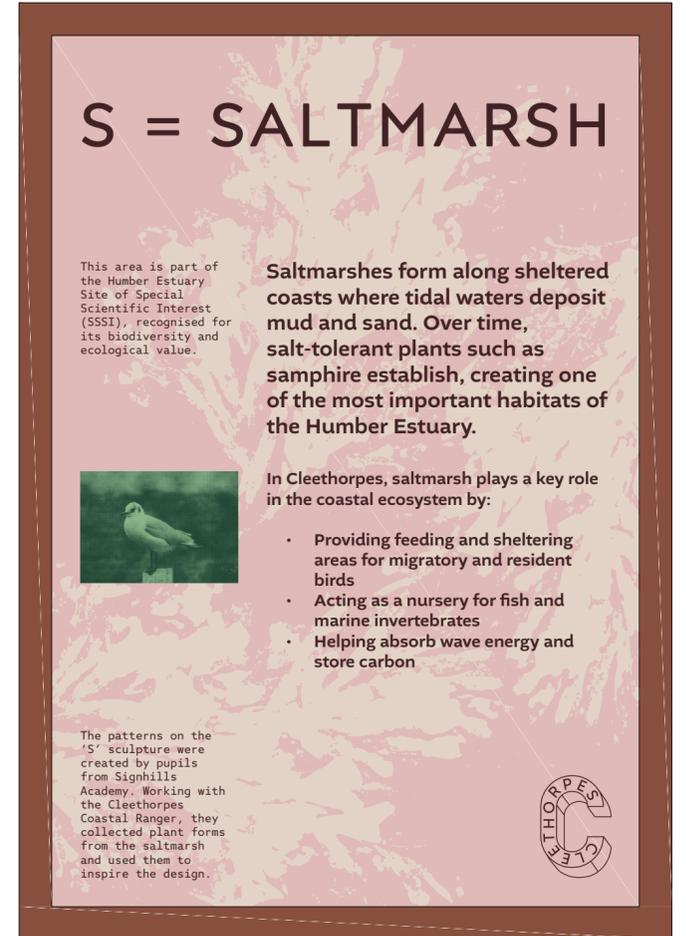
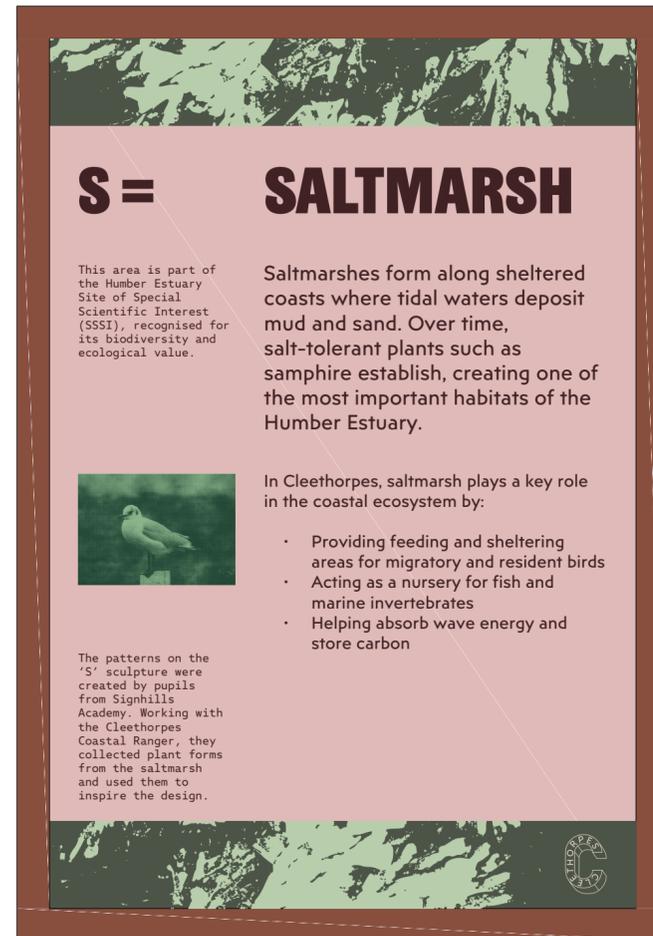
Both provide opportunities for storytelling and information sharing, covering themes such as historical context, ecology, tourism and local narratives.

From a graphic application standpoint, these elements incorporate the signature patterns, alongside duotone photography, helping to create a consistent visual language across the scheme while remaining engaging and legible.



OPTION 1

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 Caption: Azo Mono Reg



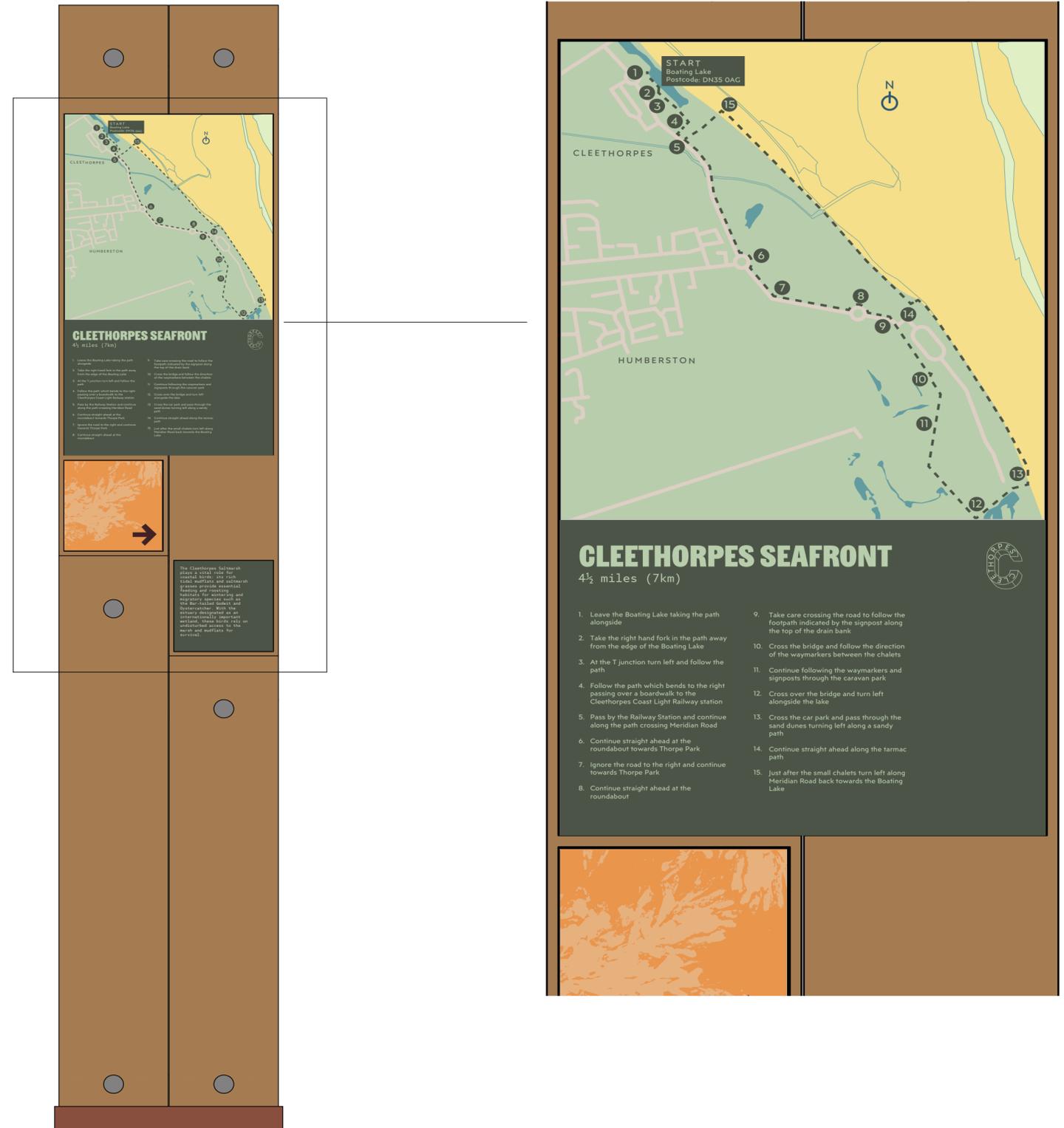
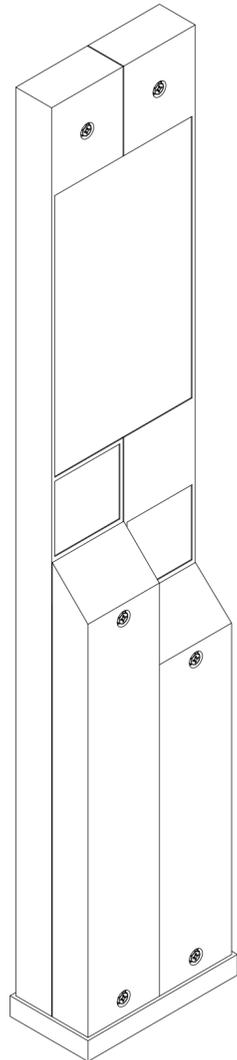
OPTION 2

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 Caption: Azo Mono Reg

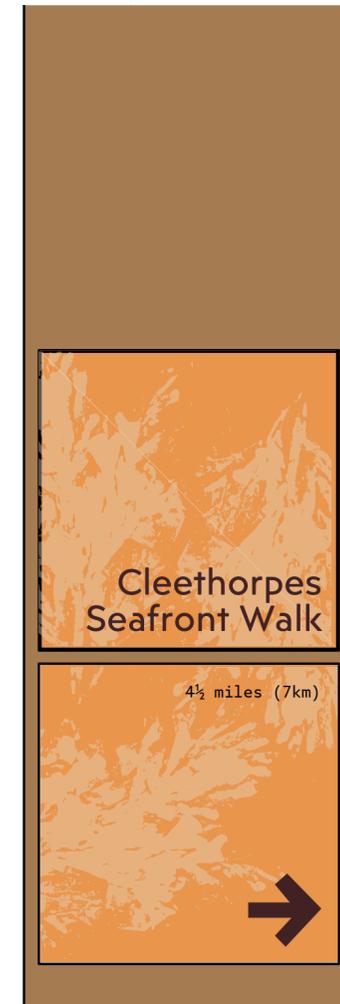
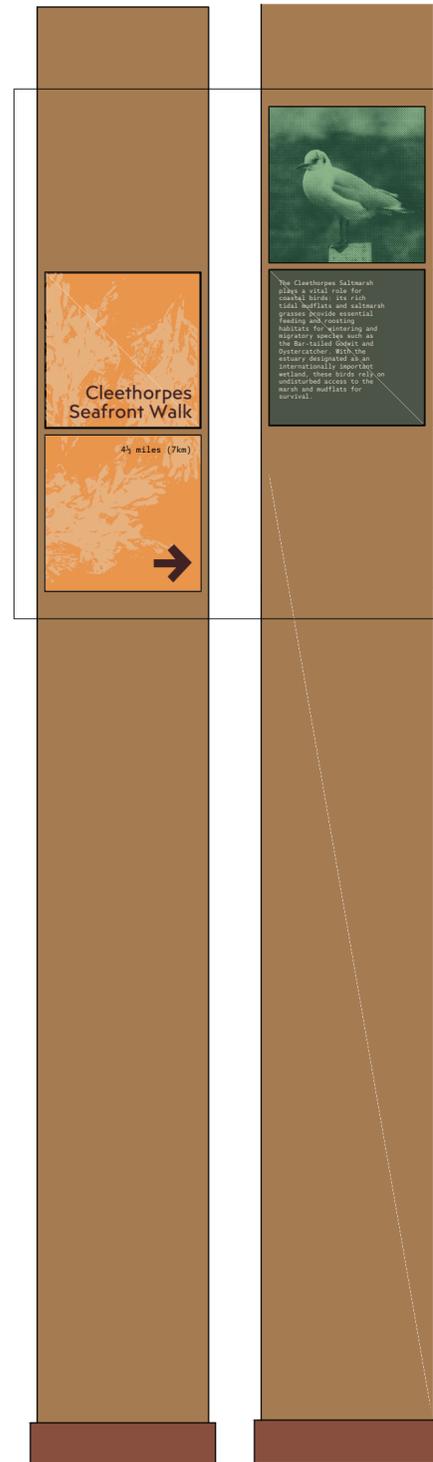
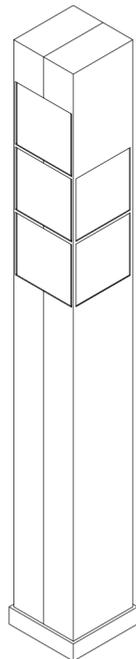
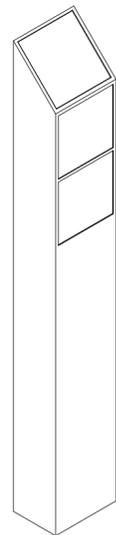
TOTEM (NATURE RESERVE)

Moving on to the nature reserve palette, the primary shifts to a kiln-dried oak construction. This provides a more sympathetic and contextual response, ensuring the materials are appropriate and in keeping with the natural setting.

Shown on the following pages are the totem and a simple navigation marker, both incorporating colour drawn from the nature reserve palette, along with the corresponding pattern application.



NAVIGATION MARKER (NATURE RESERVE)



IN SITUATION



IN SITUATION



INFORMATION STRATEGY

WAYFINDING INFORMATION DESIGN APPROACH

A strategy has been developed for Cleethorpes to determine the wayfinding information that will feature on each sign.

This uses the principle of progressive disclosure, so rather than signing 'everything from everywhere', information is progressively disclosed as the user journeys from arrival to final destination.

Arrive
Cleethorpes Railway Station



Direct to
Town Centre



Arrive
Town Centre



Direct to
Market Place



Arrive
Market Place



The proposed strategy makes use of wayfinding maps at key locations through the town. The advantage of map bases systems is that these give an opportunity to present the whole offer of the town to the viewer. Maps provide an overview of a town, highlight hard to find destinations and facilities and encourage visitors to explore, spend more time in a town and return again.

We apply a hierarchy to wayfinding information so that key destinations such as Railway Station or Seafront are generally signed from everywhere whereas destinations such as Ross Castle or the Heritage Railway are signed more locally. The key here is not to overload signs, and by extension the user, with too much information.



Wayfinding Monolith
Chelmsford City Centre

WAYFINDING INFORMATION HIERARCHY

Level 1 Destinations

Feature on:

All Directional Signs

All Wayfinding Maps

Railway Station
Seafront
Town Centre
North Promenade
Central Promenade
Nature Reserve
Leisure Centre
Public Toilets
Tourist Information Centre
The Resort Hub

Level 2 Destinations

Feature on:

All Local Directional Signs

All Wayfinding Maps

Market Place
Cleethorpes Town Hall
Cleethorpes Pier
The Knoll
Library
Pier Gardens
Heritage Railway
Meridian Showground
Nature Reserve
Humberston Fitties
The Kingpin Arcade
Cricket Ground

Level 3 Destinations

Feature on:

All Wayfinding Maps

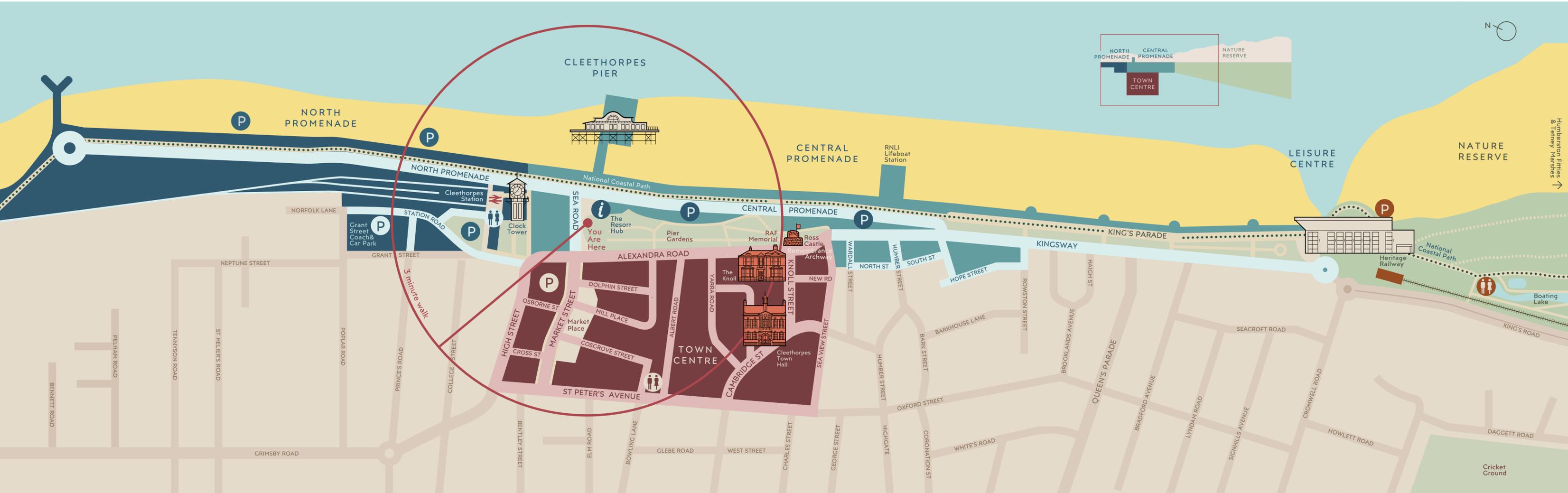
Ross Castle
RAF Memorial
Remembrance Archway
Car Parks
Paddling Pool
Boating Lake
National Coastal Path
Clock Tower
RNLI Lifeboat Station
Trin Bowl Skate park

Key Pedestrian/Retail Streets

High Street
Sea View Street
Alexandra Road
Market Street
St Peter's Avenue

WAYFINDING INFORMATION

DETAIL MAP



NORTH PROMENADE

CENTRAL PROMENADE

RNLI Lifeboat Station



NORTH PROMENADE



National Coastal Path

Cleethorpes Station



Clock Tower



You Are Here

The Resort Hub

Pier Gardens



CENTRAL PROMENADE



RAF Memorial



Ross Castle

Remembrance Archway

NORFOLK LANE

Grant Street Coach & Car Park



STATION ROAD



GRANT STREET

SEA ROAD

ALEXANDRA ROAD



The Knoll

NEW RD

DOLPHIN STREET

MARKET STREET

MILL PLACE

OSBORNE ST

HIGH STREET

CROSS ST

COSGROVE STREET

TOWN CENTRE



Cleethorpes Town Hall

ST PETER'S AVENUE



CAMBRIDGE ST

SEA VIEW STREET

3 minute walk

POPLAR ROAD

PRINCE'S ROAD

COLLEGE STREET

BENTLEY STREET

ELM ROAD

BOWLING LANE

GLEBE ROAD

WEST STREET

CHARLES STREET

GEORGE STREET

HIGHGATE

CORONATION ST

WARDALL STREET

HUMBER STREET

NORTH ST

SOUTH ST

HOPE ST

BARKHOUSE LA

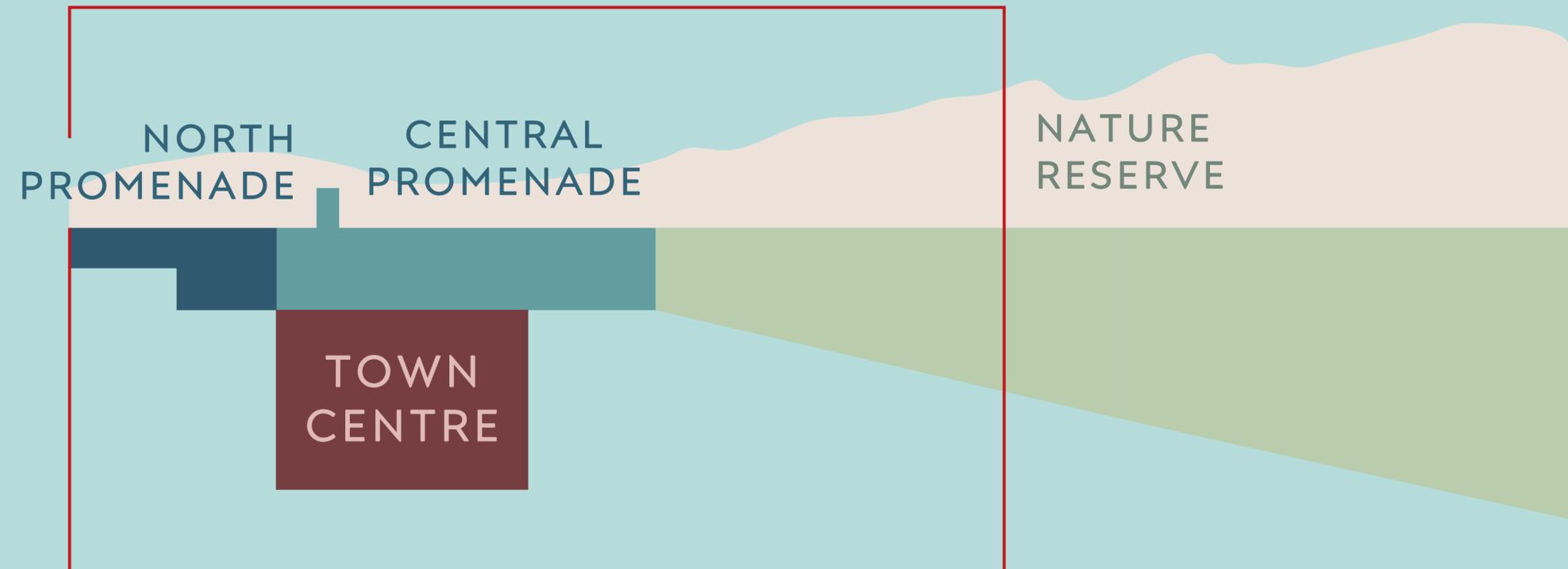
BARK STREET

OXFORD STREET

WHITE'S

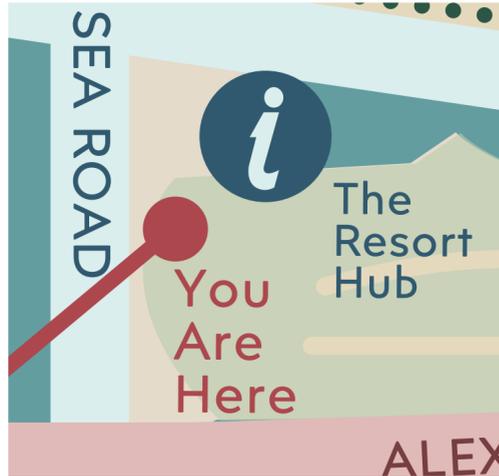
WAYFINDING INFORMATION

WIDER AREA CONTEXT MAP



WAYFINDING INFORMATION

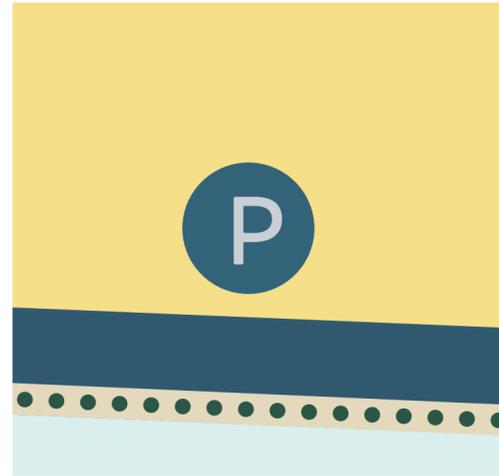
MAP FEATURES



You Are Here Point



Walking Time from You Are Here



Car Parking



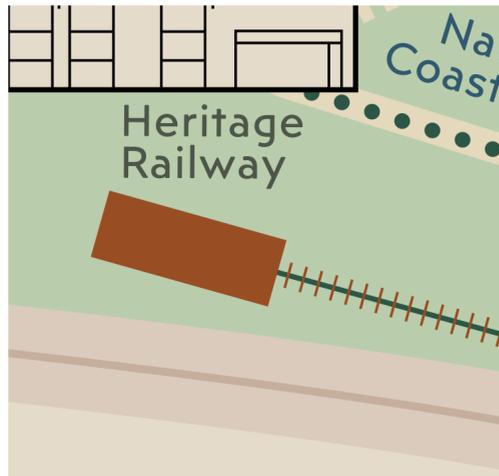
Railway Station



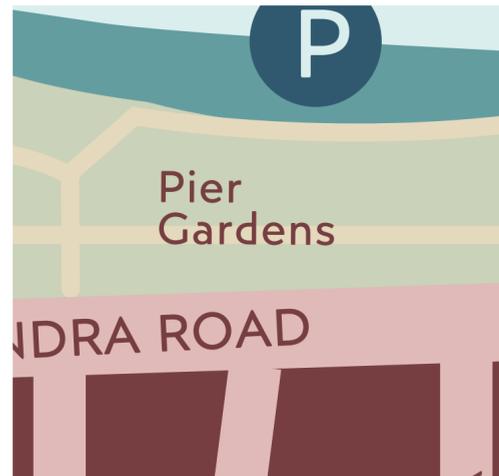
Public Toilets



Landmark Buildings



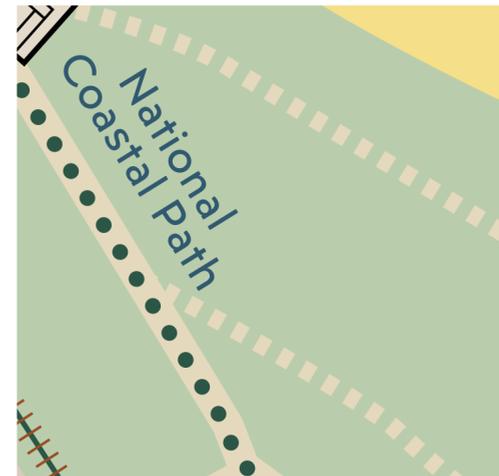
Visitor Destinations



Green Spaces



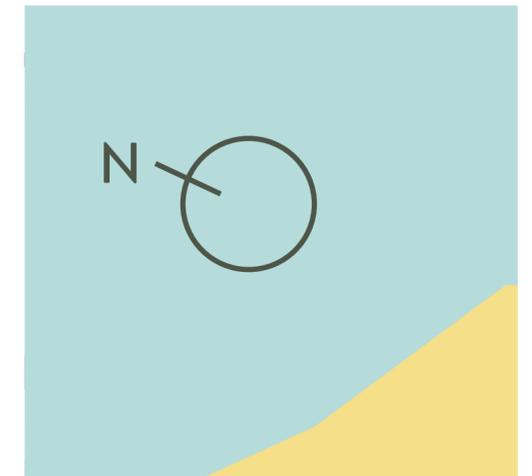
Urban Spaces



Footpaths

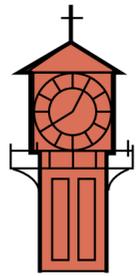


Character Areas



North Point

WAYFINDING INFORMATION LANDMARK BUILDINGS



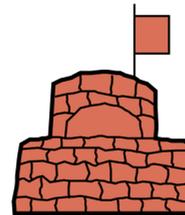
CLOCK
TOWER



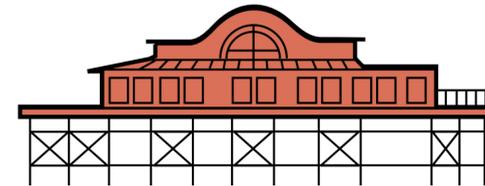
TOWN
HALL



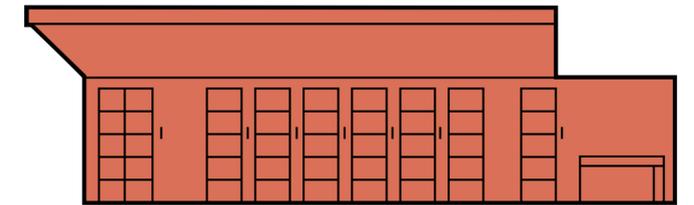
THE
KNOLL



ROSS
CASTLE



CLEETHORPES
PIER

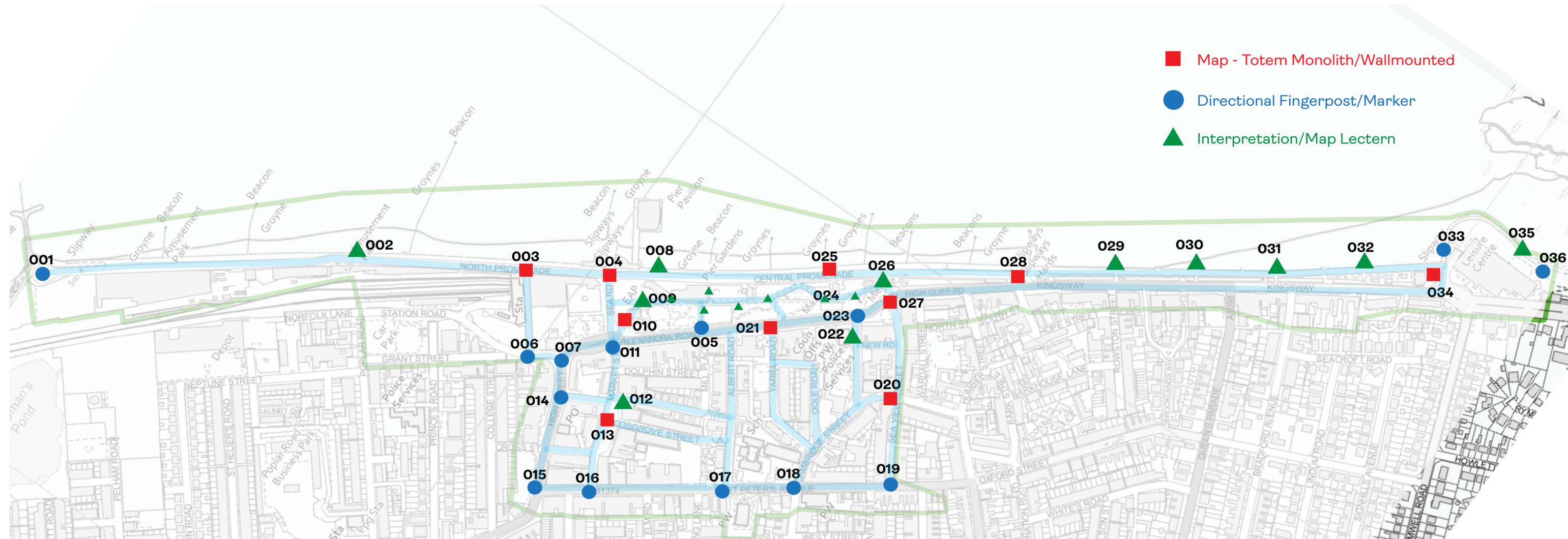


LEISURE
CENTRE

WAYFINDING INFORMATION

DRAFT SIGN LOCATION PLANNING

*TO BE FINALISED/DEVELOPED IN DETAILED DESIGN STAGE



WAYFINDING INFORMATION

SIGN CONTENT SCHEDULE

*TO BE FINALISED/DEVELOPED IN DETAILED DESIGN STAGE

SIGN LOCATION NUMBER	SIGN TYPE	SIGN CONTENT	WALKING TIME	(S) - Symbol
001	Directional Fingerpost	Railway Station (S) →	8 min	
		Central Promenade →	10 min	
		Toilets (S) →	10 min	
		Tourist Information (S) →	10 min	
		Town centre →	12 min	
		Leisure Centre →	20 min	
		South Beach →	22 min	
002	Map Lectern	WAYFINDING MAP	N/A	
003	Map Monolith	CLEETHORPES		
		Welcome To NORTH PROMENADE		
		Railway Station (S) →	1 min	
		Central Promenade →	1 min	
		Toilets (S) →	1 min	
		Tourist Information (S) →	1 min	
		Pier Gardens	1 min	
		Town centre →	3 min	
		Leisure Centre →	12 min	
		South Beach →	15 min	
004	Map Monolith	WAYFINDING MAP		
		CLEETHORPES		
		Welcome To CENTRAL PROMENADE		
		Toilets (S) →		
		Tourist Information (S) →		
		Pier Gardens		
		Railway Station (S) →	1 min	
		North Promenade →	2 min	
		Town centre →	3 min	
		Leisure Centre →	12 min	
		South Beach →	15 min	

SIGN LOCATION NUMBER	SIGN TYPE	SIGN CONTENT	WALKING TIME	(S) - Symbol
005	Directional Fingerpost	Town centre →	1 min	
		The Knoll →	2 min	
		Central Promenade →	2 min	
		Toilets (S) →	2 min	
		Tourist Information (S) →	2 min	
		Market Place →	3 min	
		Town Hall →	3 min	
		Railway Station (S) →	3 min	
006	Directional Fingerpost	Town centre →	1 min	
		Market Place →	1 min	
		Central Promenade →	2 min	
		Toilets (S) →	2 min	
		Tourist Information (S) →	2 min	
		Railway Station (S) →	2 min	
		The Knoll →	3 min	
		Town Hall →	4 min	
007	Directional Fingerpost	Town centre →	1 min	
		Market Place →	1 min	
		Central Promenade →	2 min	
		Toilets (S) →	2 min	
		Tourist Information (S) →	2 min	
		Railway Station (S) →	2 min	
		The Knoll →	3 min	
		Town Hall →	4 min	
008	Interpretation Lectern	TBC	N/A	
009	Interpretation Lectern	TBC	N/A	

SIGN LOCATION NUMBER	SIGN TYPE	SIGN CONTENT	WALKING TIME	(S) - Symbol
010	Map Monolith	CLEETHORPES		
		Welcome To PIER GARDENS		
		Town centre →	1 min	
		The Knoll →	2 min	
		Central Promenade →	2 min	
		Tourist Information (S) →	2 min	
		Market Place →	3 min	
		Town Hall →	3 min	
		Railway Station (S) →	3 min	
Toilets (S) →	3 min			
011	Directional Fingerpost	Town centre →	1 min	
		Market Place →	1 min	
		Central Promenade →	2 min	
		Tourist Information (S) →	2 min	
		Railway Station (S) →	2 min	
		Toilets (S) →	3 min	
		The Knoll →	3 min	
		Town Hall →	4 min	
012	Interpretation Lectern	TBC	N/A	
013	Map Monolith	CLEETHORPES		
		Welcome To MARKET PLACE		
		Central Promenade →	3 min	
		Toilets (S) →	3 min	
		Tourist Information (S) →	3 min	
		Seafront →	3 min	
		The Knoll →	4 min	
		Town Hall →	4 min	
Railway Station (S) →	5 min			

SIGN LOCATION NUMBER	SIGN TYPE	SIGN CONTENT	WALKING TIME	(S) - Symbol
014	Directional Fingerpost	Central Promenade →	3 min	
		Tourist Information (S) →	3 min	
		Seafront →	3 min	
		The Knoll →	4 min	
		Toilets (S) →	3 min	
		Town Hall →	4 min	
		Railway Station (S) →	5 min	
015	Directional Fingerpost	Market Place →	1 min	
		Toilets (S) →	2 min	
		Central Promenade →	4 min	
		Tourist Information (S) →	4 min	
		Seafront →	4 min	
		The Knoll →	4 min	
		Town Hall →	4 min	
		Railway Station (S) →	5 min	
016	Directional Fingerpost	Market Place →	1 min	
		Toilets (S) →	2 min	
		Central Promenade →	4 min	
		Tourist Information (S) →	4 min	
		Seafront →	4 min	
		The Knoll →	4 min	
		Town Hall →	4 min	
		Railway Station (S) →	5 min	

SIGN LOCATION NUMBER	SIGN TYPE	SIGN CONTENT	WALKING TIME	(S) - Symbol
017	Directional Fingerpost	Toilets (S) → Market Place → The Knoll → Town Hall → Central Promenade → Tourist Information (S) → Seafront → Railway Station (S) →	2 min 2 min 2 min 5 min 5 min 5 min 6 min	
018	Directional Fingerpost	Toilets (S) → The Knoll → Town Hall → Market Place → Central Promenade → Tourist Information (S) → Seafront → Railway Station (S) →	1 min 1 min 3 min 5 min 5 min 5 min 6 min	
019	Directional Fingerpost	Toilets (S) → The Knoll → Town Hall → Market Place → Central Promenade → Tourist Information (S) → Seafront → Railway Station (S) →	1 min 2 min 2 min 3 min 6 min 6 min 6 min 7 min	

SIGN LOCATION NUMBER	SIGN TYPE	SIGN CONTENT	WALKING TIME	(S) - Symbol
020	Map Monolith	CLEETHORPES		
		Welcome To SEA VIEW STREET		
		The Knoll →	1 min	
		Town Hall →	1 min	
		Toilets (S) →	1 min	
		Central Promenade →	2 min	
		Seafront →	2 min	
		Market Place →	3 min	
021	Map Monolith	CLEETHORPES		
		ALEXANDRA ROAD		
		The Knoll →	1 min	
		Town Hall →	2 min	
		Toilets (S) →	2min	
		Central Promenade →	2 min	
		Market Place →	2 min	
		Tourist Information (S) →	3 min	
022	Interpretation Lectern	TBC	N/A	
023	Directional Fingerpost	The Knoll →		
		Town Hall →	1 min	
		Central Promenade →	1 min	
		Toilets (S) →	3 min	
		Tourist Information (S) →	3 min	
		Market Place →	3 min	
		Railway Station (S) →	4 min	

SIGN LOCATION NUMBER	SIGN TYPE	SIGN CONTENT	WALKING TIME	(S) - Symbol
024	Interpretation Lectern	TBC	N/A	
025	Map Monolith	<p>CLEETHORPES</p> <p>Welcome To CENTRAL PROMENADE</p> <p>Tourist Information (S) →</p> <p>Town centre →</p> <p>Railway Station (S) →</p> <p>North Promenade →</p> <p>Leisure Centre →</p> <p>South Beach →</p> <p>WAYFINDING MAP</p>	<p>2 min</p> <p>2 min</p> <p>3 min</p> <p>5 min</p> <p>10 min</p> <p>12 min</p>	
026	Interpretation Lectern	TBC	N/A	
027	Map Monolith	<p>CLEETHORPES</p> <p>SEA VIEW STREET</p> <p>Central Promenade →</p> <p>The Knoll →</p> <p>Town Hall →</p> <p>Toilets (S) →</p> <p>Market Place →</p> <p>Tourist Information (S) →</p> <p>Railway Station (S) →</p>	<p>1 min</p> <p>1 min</p> <p>1 min</p> <p>3min</p> <p>3 min</p> <p>3 min</p> <p>4 min</p>	
028	Map Monolith	<p>CLEETHORPES</p> <p>Welcome To CENTRAL PROMENADE</p> <p>Tourist Information (S) →</p> <p>Town centre →</p> <p>Toilets (S) →</p> <p>Railway Station (S) →</p> <p>North Promenade →</p> <p>Leisure Centre →</p> <p>South Beach →</p>	<p>4 min</p> <p>3 min</p> <p>3min</p> <p>5 min</p> <p>6 min</p> <p>8 min</p> <p>10 min</p>	

SIGN LOCATION NUMBER	SIGN TYPE	SIGN CONTENT	WALKING TIME	(S) - Symbol
029	Map Lectern	WAYFINDING MAP	N/A	
030	Interpretation Lectern	TBC	N/A	
031	Map Lectern	WAYFINDING MAP	N/A	
032	Interpretation Lectern	TBC	N/A	
033	Directional Fingerpost	South Beach → Nature Reserve → Heritage Railway → Toilets (S) → Boating Lake → Tourist Information (S) → Town Centre → Railway Station (S) →	1 min 1 min 3 min 4 min 4 min 10 min 12 min 12 min	
034	Map Monolith	CLEETHORPES Welcome To LEISURE CENTRE South Beach → Nature Reserve → Heritage Railway → Toilets (S) → Boating Lake → Tourist Information (S) → Town Centre → Railway Station (S) →	 1 min 1 min 3 min 4 min 4 min 10 min 12 min 12 min	

SIGN LOCATION NUMBER	SIGN TYPE	SIGN CONTENT	WALKING TIME	(S) - Symbol
035	Interpretation Lectern	TBC	N/A	
036	Directional Fingerpost	South Beach → Nature Reserve → Heritage Railway → Toilets (S) → Boating Lake → Leisure Centre → Central Promenade → Tourist Information (S) → Town Centre → Railway Station (S) →	1 min 1 min 1 min 1 min 1 min 1 min 2min 12 min 12 min 14 min	

Cleethorpes Wayfinding

Concept Design

February 2026