

## **Economy, Culture, and Tourism Scrutiny**

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| <b>DATE</b>      | 22/01/2026   |
| <b>REPORT OF</b> | Carolina Borgstrom, Director for Economy, Environment and Infrastructure |
| <b>SUBJECT</b>   | Grimsby Masterplan and Movement Strategy                                 |
| <b>STATUS</b>    | Open   |

### **CONTRIBUTION TO OUR AIMS**

The Grimsby Masterplan 2020 was developed to identify regeneration opportunities in Grimsby town centre, supporting the council plan 'Stronger Economy' priorities of creating 'Attractive and vibrant town centres', and 'Happy visitors and great leisure'. Refreshing the Masterplan will continue to drive these ambitions, and the development of a Movement Strategy to support future regeneration will support the priority 'Improving our journeys'.

### **EXECUTIVE SUMMARY**

Published in 2020, the Grimsby Masterplan set out the vision and ambition in the short (0-3 years), medium (4-7 years), and longer term (7-10+ years), across the lifetime of the masterplan. The reasoning behind this approach is to acknowledge any challenges or opportunities arising since the development of the plan and to continue to engage with stakeholders, driving community pride and ownership.

The first review of the Grimsby Masterplan is commencing now, alongside a separate piece of work, a Movement Strategy, which considers sustainable movements to, from, and around the town centre and will talk to and inform future Grimsby town centre regeneration.

### **MATTERS FOR CONSIDERATION**

Scrutiny is requested to consider the below approach to the refresh of the Grimsby Masterplan. No decision is required at this time, and a member session will be undertaken as part of the consultation phase, with findings brought to a future meeting.

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

Grimsby was a pilot for Town Deal, with a Town Board and the first Town Deal Prospectus launched in 2018, setting the vision to 2028.

In 2020, and ahead of the Towns Fund launch, a Masterplan framework was designed for Grimsby Town Centre which looked at opportunities in the short (0-3 years), medium (4-7 years), and longer term (7-10+ years).

From the beginning of the process, it was acknowledged that public engagement was critical to shape the next stage of the town's redevelopment, and to understand the opportunity for partnership working, particularly with the voluntary sector on town centre ideas.

Because of social distancing limitations during the Covid-19 pandemic, public and stakeholder engagement was carried out online via a Virtual Engage consultation platform and Microsoft Teams for focus group sessions. This was supported by measures to provide access to the consultation for people who were unable to access it online.

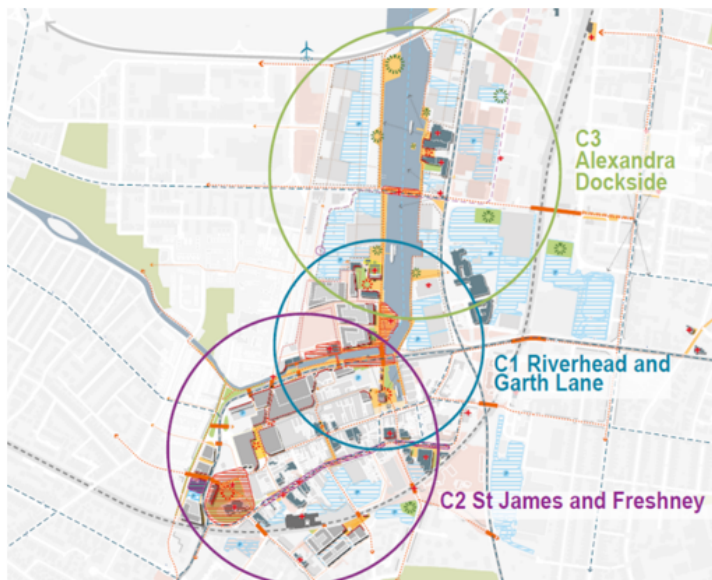
During the 12-day consultation, 3444 people visited the Virtual Engage site, and in total 438 responses to the feedback form were received, 94% of which were from individuals, and 6% on behalf of a business or organisation.

Survey respondents expressed a clear desire to prioritise leisure-oriented activities, cultural facilities and restaurants and cafes. It was notable that shopping – a main ‘traditional’ town centre use – was prioritised to a lesser extent. Respondents’ prioritisation also tended to lean towards uses and activities, rather than supporting infrastructure provision.

Key identified themes included the following:

- Providing a mix of uses to have both a day and nighttime economy.
- Restoring derelict buildings and enhancing heritage assets
- Provision of a public transport hub
- Measures to improve public and community safety.
- Measures to improve sustainability, including increased renewable energy provision.
- Residential development, particularly affordable / low cost
- Development of new and improved educational facilities
- Provision of youth space and facilities for young people

The town centre was zoned across three key locations, and eight priorities identified.



1. Introduce more diverse uses into the town centre
2. Reconnect the town centre with the waterfront
3. Celebrate and enhance our | heritage assets
4. Promote and support community ownership and participation
5. Improve the permeability of the town centre
6. Identify development opportunities
7. Prioritise health and wellbeing
8. Enhance opportunities for employment, skills, and enterprise.

The Grimsby Masterplan was published in 2020, with the following vision.

*Grimsby town centre will be an attractive, vibrant place, home to a growing business and residential community, with enlivened public areas and water-spaces, where culture and heritage is embraced, and a broad offer of activities and pastimes can be enjoyed by all.*

Emerging from the Masterplan, a Town Investment Plan (TIP) was produced. The purpose of the Town Investment Plan was to provide more information about proposals with short-medium term outcomes (to 2026) and longer-term impacts which could be taken forward through Towns Fund.

Grimsby was successful in receiving £21m through Towns Fund to deliver six activities, a mix of regeneration, public realm, connectivity, and housing projects. In addition, £17.3m through Future High Streets Fund was secured to repurpose redundant and poor-quality retail space to create a new town centre leisure offer. This bold and aspirational scheme will improve the quality of the town centre, a gateway anchor for Freshney Place, and rejuvenate the current retail offer.

The Grimsby Masterplan was designed with a framework which allows for review periods across the lifetime of the masterplan. The reasoning behind this approach is to acknowledge any challenges or opportunities arising since the development of the plan and to continue to engage with stakeholders, driving community pride and ownership.

Activities identified as the phase 1 short-term projects are in development and delivery, support programmes have been accessed, and we now need to re-engage with stakeholders to consult current schemes, reaffirm aspirations for the town centre, drive forward placemaking, and identify medium-term priorities and projects as appropriate.

It is expected that, once completed, the phase 1 activities will be the catalyst to attracting investment from the public and private sectors in a newly invigorated town centre, and we would expect phase 2 to provide the framework to support this investment.

Consultants, Watermans, have been appointed to assist in the refresh of the Masterplan and a new Movement Strategy, with the following activities taking place between November 2025 and June 2026:

- A review of strategic acquisitions since the 2020 Masterplan and the opportunities arising from these.
- Revisit at high level, residential, retail, commercial, cultural and leisure trends to determine how these have changed since 2020.
- Undertake a SWOT analysis of the three town centre zones to identify new challenges and opportunities, developing an ideas matrix for consideration against criteria such as contribution to objectives, impact/benefits to the town, timescale, cost.
- Carry out online and in-person consultations and engagement sessions to share the journey so far, engage on current projects in development and the timescales for completion, and the next stage of town centre redevelopment.

- Identify a shortlist of activities to continue to attract investment and diverse uses which improve the town centre.
- Identify at high level medium-long term projects which could be considered in more detail if funding/investment is identified.
- Develop a refreshed Masterplan, in conjunction with a Movement Strategy, which considers how people move in, around, and out of the town centre which can inform decision making when considering future regeneration.

## **2. RISKS AND OPPORTUNITIES**

We could choose not to update the Grimsby Masterplan at this stage; however, many projects are now completed or under construction, and new opportunities have arisen since its development (for instance, acquisition of land and property) which could attract additional funding or investment.

## **3. REPUTATION AND COMMUNICATIONS CONSIDERATIONS**

A full programme of communications and public engagement will be undertaken as part of the consultation process. To prevent consultation fatigue, there will be an acknowledgement of the findings of previous activities, a demonstration of how earlier feedback has shaped ongoing progress, and the use of visually led engagement methods.

## **4. FINANCIAL CONSIDERATIONS**

The Masterplan refresh and Movement Strategy is being funded through Homes England and requires no revenue commitment from the council.

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

Continuing the regeneration of Grimsby town centre across the eight identified priorities will provide additional activities and provision which will have a positive impact on our children and young people.

## **6. CLIMATE CHANGE, NATURE RECOVERY, AND ENVIRONMENTAL IMPLICATIONS**

Continued improvement to areas in the town centre such as open spaces, public footpaths and cycleways will have a positive impact on the environment. The new Movement Strategy will consider sustainable movements to, from, and around the town centre.

## **7. PUBLIC HEALTH, HEALTH INEQUALITIES AND MARMOT IMPLICATIONS**

The Grimsby Masterplan Principles naturally weaves in the Marmot Principles by ensuring public health and well-being are a key-aspect of regeneration. It focuses on creating safe, sustainable neighbourhoods, improving access to good jobs and quality housing, and supporting opportunities for people to live healthier, happier lives. By designing places that improve the wider conditions that shape wellbeing, the Masterplan aims to grow the local economy in a way that benefits everyone

## **8. MONITORING COMMENTS**

In the opinion of the author, this report does not contain recommended changes to policy or resources (people, finance or physical assets). As a result, no monitoring comments have been sought from the Council's Monitoring Officer (Chief Legal Officer), Section 151 Officer (Director of Finance) or Strategic Workforce Lead.

## **9. WARD IMPLICATIONS**

All wards will benefit from a refreshed Grimsby Town Masterplan.

## **10. BACKGROUND PAPERS**

Grimsby Masterplan 2020

## **11. CONTACT OFFICER(S)**

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