

CABINET

DATE	15 July 2026
REPORT OF	Councillor Oliver Freeston Leader of the Council and Portfolio Holder for Strategic Renewal, Delivery and Place Leadership
RESPONSIBLE OFFICER	Carolina Borgstrom. Director of Economy, Environment and Infrastructure
SUBJECT	Market Place Cleethorpes design, and St Peters Avenue and The Old Vic parking charges
STATUS	OPEN
FORWARD PLAN REF NO.	CB 07/26/01

CONTRIBUTION TO OUR AIMS

The Cleethorpes Market Place scheme contributes directly to the Council's strategic ambition to regenerate the borough's coastal economy, enhance place-making, and improve outcomes for residents and visitors. It forms part of the Levelling Up Fund (LUF) programme for Cleethorpes, alongside Sea Road and Pier Gardens, supporting economic growth, increased dwell time, and wider community benefit. The scheme aligns with the Cleethorpes Masterplan and complements ongoing regeneration interventions to deliver a cohesive and enhanced public realm.

The consideration of a free parking trial for St Peter's Avenue car park and the car park known as The Old Vic links to the Stronger Economy priority by assessing the potential for short stay free parking.

EXECUTIVE SUMMARY

This report notes the continued delivery of the Cleethorpes Market Place scheme, subject to finalisation of design and limited amendments following a review of scope and stakeholder feedback.

The project has progressed through multiple stages of governance including Cabinet approval of concept design, scrutiny engagement, and delegated officer decisions to procure and appoint a contractor.

Following a change in administration, there has been a proposed recalibration of the scheme shaped by informal engagement undertaken by elected Members. The revised approach retains the core objectives and delivery requirements associated with Levelling Up funding but proposes:

- modest traffic management amendments to facilitate the retention of 12

- parking seasonal spaces when operationally appropriate
- use of Traffic Regulation Orders (TROs) to provide flexibility between open and closed spaces on a seasonal basis
- review of parking arrangements including potential trial concessions at St Peter's Avenue and The Old Vic, Cleethorpes

RECOMMENDATIONS

It is recommended that Cabinet:

1. Notes the governance history, including prior Cabinet decisions, scrutiny engagement, and delegated authorities exercised to date.
2. Notes and receives a petition in support of Cleethorpes Market Place Regeneration Project 23/05/2026 seeking support for the continued delivery and completion of the project.
3. Approves continuation of the Cleethorpes Market Place scheme with the revised design approach as set out in this report.
4. Approves the progression and confirmation of associated Traffic Regulation Orders required to support the operational model.
5. Delegates authority to the Director of Economy, Environment and Infrastructure, in consultation with the Leader, to finalise detailed design and implementation arrangements and in consultation with the Portfolio Holder for Housing Infrastructure and Transport to resolve supporting traffic regulation orders to underpin delivery of the revised scheme together with appropriate car parking concessions.
6. That the Director of Economy, Environment and Infrastructure, in consultation with the Leader, be authorised to carry out any other activity reasonably arising from the above and in furtherance of the delivery of the scheme overall, set out in this report.
7. Directs the Director of Economy, Environment and Infrastructure, in consultation with the Leader, to implement a two-year trial period of short stay free parking at St Peter's Avenue and The Old Vic Cleethorpes car parks with a report being presented to Cabinet after such trial for further decision.

REASONS FOR DECISION

To ensure:

- delivery of a strategically significant regeneration project
- compliance with Levelling Up Fund conditions and timescales
- alignment with wider Cleethorpes regeneration initiatives
- responsiveness to stakeholder and Member feedback

Failure to proceed would place funding, reputational standing, and programme delivery at risk.

1. BACKGROUND AND ISSUES

- 1.1 The Cleethorpes Market Place scheme forms one of three projects funded through the Government's Levelling Up Fund programme for Cleethorpes.

- 1.2 The project has been developed through the following governance stages:
 - 1.2.1 Development of the Cleethorpes Masterplan and supporting business case.
 - 1.2.2 Securing of Levelling Up Fund allocation.
 - 1.2.3 Public and stakeholder engagement to inform concept design.
 - 1.2.4 Scrutiny engagement, including Economy, Culture and Tourism Scrutiny Panel and related forums.
 - 1.2.5 Cabinet approval of concept designs and delegation to progress delivery
 - 1.2.6 Procurement and appointment of a Principal Contractor via delegated decision.
- 1.3 The scheme is designed to transform the Market Place into a flexible, multi-use civic space, moving it from its current primary use as a traffic route and car park to a destination that supports events, businesses and community activity.
- 1.4 Following a change in administration, Members have undertaken further informal engagement with stakeholders and the public, leading to a proposed recalibration of the scheme.
- 1.5 This has resulted in a revised approach as outlined below.
 - 1.5.1 This approach retains the core 'as-built' design principles and funding compliance of the previously approved scheme.
 - 1.5.2 However, it adjusts the balance between pedestrianisation and parking provision, by seeking to introduce up to twelve seasonal parking bays that will provide 30 minutes maximum free no-return parking within Market Place.
 - 1.5.3 This will be achieved by introducing up to twelve parking bays within Market Place, as outlined in the concept plan at Appendix One, which will be accessed via the lifting bollards/barrier, which were already incorporated within the scheme.
 - 1.5.4 It should be noted that adoption of the proposal outlined above will be subject to further road safety assessments and a new Traffic Regulation Order, which will need to be carried out, before implementation.
- 1.6 The original Cabinet approval for the Market Place scheme, dated 17th July 2024, included additional car parking provision at The Old Vic, and short-stay parking within the High Street car park.
- 1.7 Given Member feedback, Cabinet is requested to consider the introduction of 1-hour free no-return parking at St Peter's Avenue and The Old Vic car parks all year round for a two-year trial period.
- 1.8 A petition has been lodged which is compliant with the constitutional petition scheme signed by 56 people. The petition seeks support for the continuation of the Market Place Scheme. This is classed as an "Ordinary Petition" and

raises an issue that is in the control and purview of the Council.

2. RISKS, OPPORTUNITIES AND EQUALITY ISSUES

2.1 Risks

- loss or clawback of external funding if delivery requirements are not met
- reputational risk arising from perceived inconsistency or change in direction
- programme delay impacting delivery of linked schemes
- public dissatisfaction where expectations differ
- Loss of income

2.2 Opportunities

- positive response to Member feedback following direct stakeholder engagement
- continued delivery of a high-quality public space driving footfall and local spend
- the ability to gauge the impact of free parking

2.3 Equality issues

The scheme supports improved accessibility and inclusive design, consistent with the objectives of the wider masterplan to improve navigation, accessibility and user experience for all.

3. OTHER OPTIONS CONSIDERED

- 3.1. Option 1: Proceed as originally designed.
- 3.2. Option 2: Proceed with revised scheme (recommended). Balances funding compliance, regeneration benefits, and revised local priorities.
- 3.3. Option 3: Halt the scheme. This would result in a variety of challenges including risking funding clawback, reinstatement costs and undermining confidence.

4. REPUTATION AND COMMUNICATIONS CONSIDERATIONS

4.1. The scheme carries both positive and negative reputational implications.

4.2. Delivery of the revised scheme would:

- 4.2.1. ensure continued delivery and enhance the town centre
- 4.2.2. demonstrate delivery of external funding
- 4.2.3. bring positive feedback from those supporting the changes and potential negative feedback from those who do not

4.3. Conversely, delay or withdrawal may:

- 4.3.1. undermine public confidence
- 4.3.2. create negative perception regarding governance and decision-making

5. FINANCIAL CONSIDERATIONS

5.1. The scheme is funded through the Levelling Up Fund, supplemented by Council resources where required.

5.2. Financial considerations include:

- 5.2.1. adherence to funding conditions and delivery profiles
- 5.2.2. management of cost pressures and programme risks
- 5.2.3. The costs of implementing the changes to Market Place include:
 - Professional fees related to the proposed changes – c.£1,500
 - Costs related to implementing parking bays (each season) – c.£2,000
 - Costs related to Traffic Regulation Orders required – c.£5,000
- 5.2.4. income implications arising from changes to parking provision at St Peter's Avenue and the Old Vic car parks estimated at approximately £72,500 pa

6. CHILDREN AND YOUNG PEOPLE IMPLICATIONS

The scheme will provide improved and safer public space, supporting family use, events, and inclusive access to the town centre

7. CLIMATE CHANGE, NATURE RECOVERY AND ENVIRONMENTAL IMPLICATIONS

7.1. The scheme promotes:

- 7.1.1. enhanced public realm
- 7.1.2. reduced vehicle dominance
- 7.1.3. improved environmental quality

7.2. Design elements may include greening, sustainable materials, and improved pedestrian environments.

8. PUBLIC HEALTH, HEALTH INEQUALITIES AND MARMOT IMPLICATIONS

The scheme supports:

- improved wellbeing through public space
- enhanced social interaction and community cohesion

9. CONSULTATION WITH SCRUTINY

- 9.1 The project has been subject to significant scrutiny engagement through relevant panels and governance routes, including regeneration and programme oversight structures.
- 9.2 This reflects established governance processes associated with major capital and externally funded schemes
- 9.3 At the time of writing, the draft Cabinet report is scheduled to be considered at a special meeting of the Economy, Culture and Tourism Panel on 10 July 2026.

10. FINANCIAL IMPLICATIONS

- 10.1 From a Section 151 perspective, the proposal is affordable in the short term but introduces a planned reduction in income of £145,000 over two years that must be transparently reflected in the Council's budget and Medium Term Financial Planning processes. In the short term this will need to be drawn from reserves.
- 10.2 The approach has been considered in the context of ongoing engagement with MHCLG as funder, with assurance that the revised scheme remains compliant with Levelling Up Fund requirements and delivery expectations. The trial approach is appropriate to manage uncertainty; however, clear monitoring, reporting, and mitigation planning will be essential to ensure ongoing financial sustainability, alongside continued oversight of funding compliance and any emerging financial implications.

11. LEGAL IMPLICATIONS

- 11.1 Legal implications arising from the above are limited and the comments made in the listed Background Papers are deemed repeated. The above sees a slight recalibration in a scheme that is already underway and properly contracted for underpinned by appropriate governance and decision making.
- 11.2 The proposed alterations are limited in nature and are adequately captured above, subject to further technical assessment.
- 11.3 Any supporting traffic regulation orders are properly identified as being the responsibility of the Portfolio Holder for Highways, Infrastructure and Transport and will be subject to appropriate process.
- 11.4 A further report to Cabinet on the results of the proposed trial period around parking arrangements is deemed prudent. Naturally it will be important to ensure that the Economy, Culture and Tourism Panel is properly engaged at the appropriate time

12. HUMAN RESOURCES IMPLICATIONS

- 12.1 There are no HR implications.

13. WARD IMPLICATIONS

Specifically Croft Baker although the success of Cleethorpes is relevant to the wider borough.

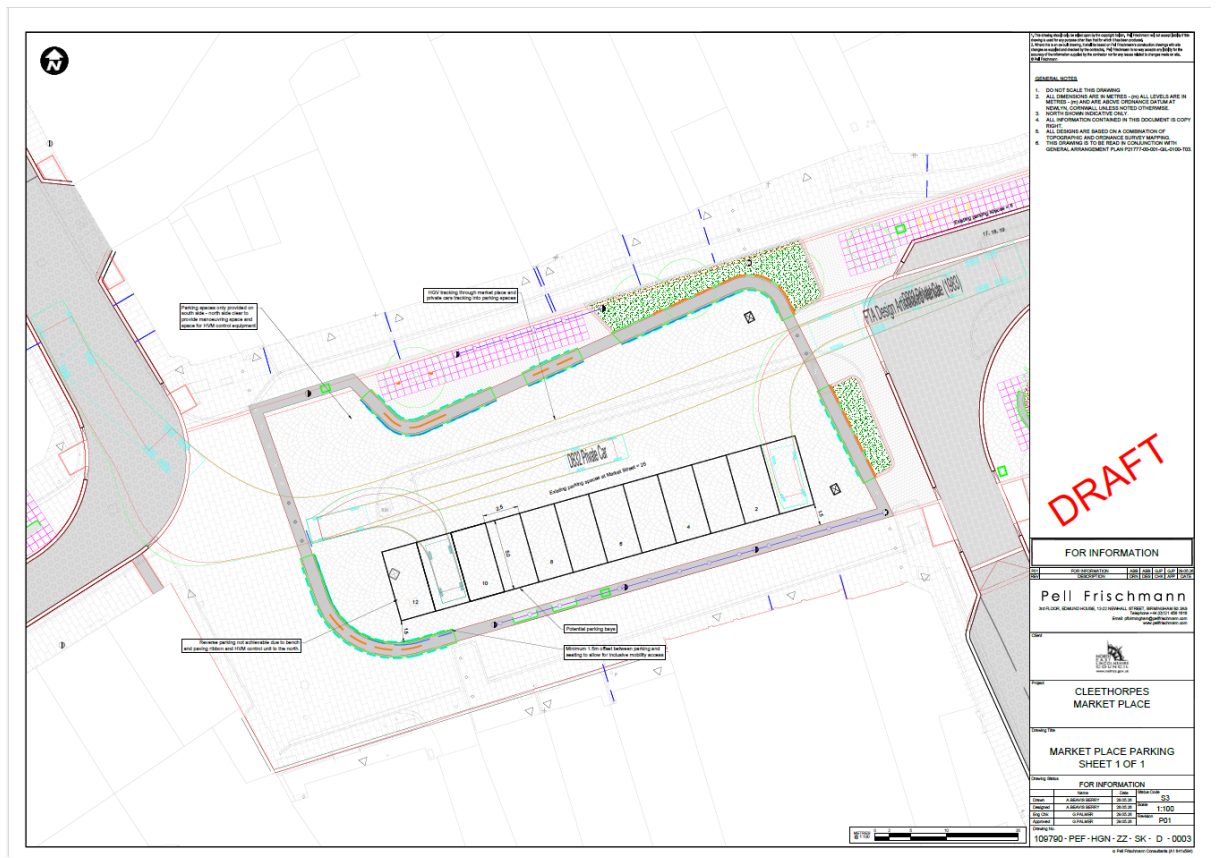
14. BACKGROUND PAPERS

- Cabinet Report – Clee LUF Market Place Concept Designs - 17th July 2024 - [4.-Cabinet-Clee-LUF-Market-Place-Concept-Designs.pdf](#)
- Officer Decision Record – Appointment of Principal Contractor – Market Place – 4th February 2026 - [Market Place ODR REDACTED \(1\)](#)
- Cabinet Report – Cleethorpes LUF Wayfinding – 11th March 2026 - [8.-Cleethorpes-LUF-Wayfinding-Cabinet-Report.pdf](#)
- Cleethorpes Masterplan 2021 (referenced) - [Cleethorpes-Masterplan-Report PUBLIC-FINAL 2025 reduced.pdf](#)

15. CONTACT OFFICERS

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COUNCILLOR OLIVER FREESTON
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Appendix One – Proposed Parking Provision within Market Place