

Scrutiny Briefing Note

The Economy, Culture and Tourism Panel have asked to monitor progress on the refresh of the Grimsby Masterplan. This briefing contains the latest position as of 23rd September 2026.

Subject: Grimsby Masterplan Refresh and Movement Strategy.

The Grimsby Masterplan was created in 2020 to establish a vision for the town centre over a ten-year period, with a commitment to undertake a mid-point review to ensure that the document remained relevant and responsive to changing circumstances.

The Masterplan is a strategic framework of opportunity areas, creating a clear structure through which future investment proposals can be developed and aligned with emerging funding opportunities. It provides an opportunity for the Council, working collaboratively with residents, businesses, stakeholders and partners, to articulate a shared vision and identify a range of interventions aimed at revitalising the town centre and supporting sustainable economic growth.

Since 2020, projects including the Freshney Place leisure scheme, St James' House, Riverhead Square, and the dockside housing at Alexandra Wharf have completed or are underway, and other significant developments have taken place, including the Horizon Youth Zone, an NHS Community Diagnostics Centre, and the acquisition and refurbishment of the former Royal Bank of Scotland building by CARE.

The policy and funding landscape has evolved significantly during this period. Changes in government, together with the establishment of Mayoral Combined Authorities, have influenced how funding is allocated and delivered in the future. In recognition of these changes, and to reflect the public and private investments made since 2020, the time is right to refresh the Masterplan and align it with new opportunities.

The refresh will consider a changing town centre environment, incorporate Marmot principles to support the reduction of health inequalities, and identify new opportunity areas to support the town's continued regeneration and development which attracts more people to visit, work and live in the town.

The refreshed Masterplan will be supported by a new Movement Strategy, which will consider how people travel to, from and around the town centre. This work will take account of changing patterns of activity and demand, including the growth of a town centre residential community, increasing visitor numbers associated with the Horizon Youth Zone and Community Diagnostics Centre, and the planned development of a new transport hub on Osborne Street.

Funded through Homes England, and with the support of AR Urbanism consultants, the following activities have taken place to date.

1. Online and in-person engagement sessions to share information on the progress of projects completed and underway and gather opinions on what would make the town more appealing. Over 1,200 people responded and below is a summary of the top priorities.



Question topic	Respondent's selection of top priorities
What would encourage more frequent visits to the town centre	• "Look and feel" – safe, secure, clean, attractive spaces • Eating and drinking options • Shops and small businesses • Entertainment
"Look and feel" related priorities	• Safety and security in public spaces • Visual appearance • Cleaner streets
Entertainment (leisure, events, activities, eating and drinking) related priorities	• Pop-up markets / events / festivals • A performance venue / theatre • Increased access to / awareness of heritage • Access to the water
Business activities, skills and learning related priorities	• Support for local businesses to thrive • Well-known national retail stores • More varied independent retail offer • Regular events, markets and cultural activities
Walking and cycling related priorities	• Better crossing points • Better walking and cycling routes • Park and walk facilities on the edge of the town centre
Parking and traffic related priorities	• Parking availability • Traffic management to reduce congestion • Reduced traffic through the town centre

2. A review of the 2020 Masterplan, considering the longer-term objectives and carried out analysis of local impacts such as:
 - Heritage and History
 - Socio-economics and Demographics
 - Crime and Safety
 - Townscape
 - Land Uses and Activities
 - Landscape & Natural Environment
 - Movement & Transport
3. On 22nd September, a series of workshops were carried out to consider the emerging priority areas of focus to gain feedback and comments. These workshops invited officers from all areas of the council, external stakeholders, and council members.

These early focus areas include:

1. Alexandra Dock East and Fisherman's Wharf
 - a. Potential redevelopment of land between Ellis Way and Corporation Bridge
 - b. Promote a continuous promenade and 'green loop' around the dock
 - c. Access for water-based activities
 - d. Enhancement of heritage through feature lighting and public art
2. Bringing empty buildings back into use
 - a. Work with owners of key vacant buildings
 - b. Encourage activation and 'meanwhile' space
 - c. Explore community ownership schemes
 - d. Continue to secure funding to support the repair and enhancement of heritage buildings
3. Reimagine Frederick Ward Way and Ellis Road junction



- a. Consider short, medium, and long-term options for safer and more comfortable crossings for town centre users and residents
 - b. Improve waterfront public realm
 - c. Enhance walking and cycling routes, including East Marsh connectivity improvements
4. Cartergate
- a. Improved pedestrian routes at Chantry Lane underpass
 - b. Safer and more direct pedestrian and cycle crossings at Cartergate end of Frederick Ward Way

Next steps

- Analyse feedback and make necessary adjustments (October 2026)
- Complete draft Masterplan and Movement Strategy (November 2026)
- Engage and refine (December 2026/January 2027)
- Finalise document (February 2027)
- Submit for adoption (Spring 2027)

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If you would like to find out more about scrutiny you can contact us:

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