

Item 1 - Former Pleasure Island Theme Park Kings  
Road Cleethorpes - DM/1109/22/FUL



# Humberston Village Council

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Clerk to the Council – Mrs. K. Peers

[Tel:- 07494 577661](tel:07494577661)

Email:- [clerk@humberstonvillagecouncil.com](mailto:clerk@humberstonvillagecouncil.com)

Planning, North East Lincs Council

8<sup>th</sup> February 2023

Dear Sirs,

The following planning applications were discussed at the meeting of Humberston Village Council held on Tuesday 7<sup>th</sup> February 2023 and the comments below each application listed are the comments resolved to be submitted as follows:

**Planning Application Reference: DM/1109/22/FUL**

**Proposal: Demolition and removal of all existing buildings and structures on site, alteration to existing access from Kings Road and formation of new points of access from Kings Road and Meridian Road, installation of hardstanding bases to accommodate up to 272 holiday lodges with associated parking, access roads, servicing, hard and soft landscaping and erection of ancillary holiday resort buildings; erection of 2 x hotels, restaurants and cafes, a leisure unit, 2 x retail units (one with garden centre) and drive thru coffee unit all with car parking, access roads, servicing areas, hard and soft landscaping; and use of the existing lake for fishing**

**Location: Former Pleasure Island Theme Park Kings Road Cleethorpes**

*The Village Council would welcome redevelopment of this site which currently is an eye-sore and does not give a good impression to visitors to the area. The Council however does have reservations on the impact of these proposals on residents in the area and concerns at some aspects of this particular development. It would seem an overintensification of the site to include the lodges and two hotels and the Village Council would question the footfall to sustain this level of development at this site. There is already considerable tourist accommodation in the immediate area and the Village Council would prefer to see more sustainable activities for visitors included in the site rather than just accommodation. The Village Council would also ask for a height restriction right across any development on this site so as to negate any impact upon neighbouring residential areas. The Council is also concerned at the impact upon the Humber estuary area by the introduction of more visitors and would ask that nothing north of the Buck Beck be included in any application to provide a bigger buffer zone between development and the estuary area. More mature planting would also be requested as part of any landscaping scheme on the site, rather than immature planting, the Village Council would ask for mature planting to be included in any development on this site to assist with screening. The Village Council would also ask that consideration be given to make the paths on the site, currently well used by local residents, formal PROW's so they can be protected and maintained on the site.*

Yours faithfully,

*KJ Peers*

**Mrs. K. Peers – Clerk to the Council  
Humberston Village Council**



# Humberston Village Council

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Clerk to the Council – Mrs. K. Peers

[Tel:-](#)

[Email:-](#)

Planning, North East Lincs Council

18<sup>th</sup> October 2023

Dear Sirs,

The following planning applications were discussed at the meeting of Humberston Village Council held on Tuesday 17<sup>th</sup> October 2023 and the comments below each application listed are the comments resolved to be submitted as follows:

**Planning Application Reference: DM/1109/22/FUL**

**Proposal: Demolition and removal of all existing buildings and structures on site, alteration to existing access from Kings Road and formation of new points of access from Kings Road, installation of hardstanding bases to accommodate up to 272 holiday lodges with associated parking, access roads, servicing, hard and soft landscaping and erection of ancillary holiday resort buildings; erection of 2 x hotels, restaurants and cafes, a leisure unit, 2 x retail units (one with garden centre) and drive thru coffee unit all with car parking, access roads, servicing areas, hard and soft landscaping; and use of the existing lake for fishing (Amended Plans September 2023 with increased floor area to retail unit, removal of access from Meridian Road, replacement bridge to buck beck and amended site levels)**

**Location: Former Pleasure Island Theme Park Kings Road Cleethorpes**

*The Village Council would again say that it would welcome development of this site which has been an eyesore for some time and gives a bad impression to those coming to stay locally for tourism etc. the council notes on the amended plans that some of its concerns have been addressed with the overall height of buildings reduced, the removal of the casino etc. and it also notes the landscaping on the site which will shield the plans from neighbouring properties etc. However the Council does still have some major concerns which cover the following:*

- *Traffic especially during the summer months – the VC would request a full traffic survey to be conducted during peak holiday times to properly establish the impact of further traffic on the local neighbourhood etc.*
- *Amenities – are the proposed leisure facilities on the site open to local residents or just those on the holiday park? The area is short of amenities at this location and it would be a shame if those facilities located to the front of the site were not available to local residents. This may also make the site more sustainable during the off-peak holiday periods.*
- *A planning condition should be put in place to limit the occupancy of the lodges to holiday use only and also limit the length of occupancy so that they cannot be used as full-time live in accommodation.*

Over....

*Planning Comments continued....*

**Planning Application Reference: DM/0953/23/FUL**

**Proposal: Change of use from agricultural land to burial ground for extension to Humberston Cemetery, to include erection of pergola**

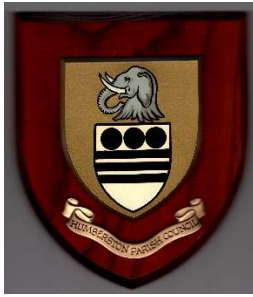
**Location: Street Record Humberston Cemetery Access Road To Humberston**

*This is the Village Council's own application so obviously it is looking for this application to be granted. The proposal comes from a proven need for further burial space within Humberston as the current cemetery space is almost full and is very popular with not just local residents but also those from New Waltham (where there is no cemetery) and also Cleethorpes.*

*It is hoped the application will be supported fully.*

Yours faithfully,

**Mrs. K. Peers – Clerk to the Council  
Humberston Village Council**



# Humberston Village Council

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Clerk to the Council – Mrs. K. Peers

[Tel:- 07494 577661](tel:07494577661)

Email:- [clerk@humberstonvillagecouncil.com](mailto:clerk@humberstonvillagecouncil.com)

Dear Sirs,

18<sup>th</sup> September 2024

The following planning applications were discussed at the meeting of Humberston Village Council held on Tuesday 17<sup>th</sup> September 2024 and the comments below each application listed are the comments resolved to be submitted as follows:

**Planning Application Reference: DM/1109/22/FUL**

**Proposal: Amended Plans and Description for demolition and removal of all existing buildings and structures on site, alteration to existing access from Kings Road and formation of new points of access from Kings Road, installation of hardstanding bases to accommodate up to 272 holiday lodges with associated parking, access roads, servicing, hard and soft landscaping (including creation of outdoor activity space) and erection of ancillary holiday resort buildings, erection of 2 x hotels, restaurants and cafes, a leisure unit, 2 x retail units (one with garden centre) and drive thru coffee unit all with car parking, access roads, servicing areas, hard and soft landscaping and use of the existing lake for fishing with associated erection of angler hub (see cover letter for detailed breakdown).**

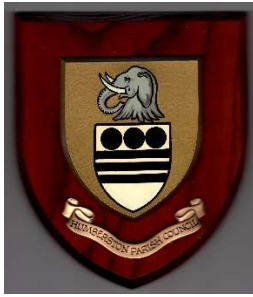
**Location: Former Pleasure Island Theme Park Kings Road Cleethorpes**

*No objections.*

Yours faithfully,

*KJ Peers*

**Mrs. K. Peers – Clerk to the Council  
Humberston Village Council**



# Humberston Village Council

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Clerk to the Council – Mrs. K. Peers

[Tel:- 07494 577661](tel:07494577661)

Email:- [clerk@humberstonvillagecouncil.com](mailto:clerk@humberstonvillagecouncil.com)

Dear Sirs,

19<sup>th</sup> February 2025

The following planning applications were discussed at the meeting of Humberston Village Council held on Tuesday 18<sup>th</sup> February 2025 and the comments below each application listed are the comments resolved to be submitted as follows:

**Planning Application Reference: DM/1109/22/FUL**

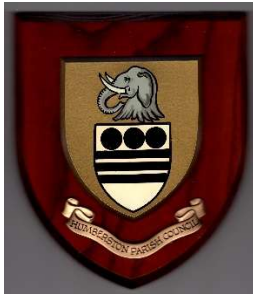
**Proposal: Amended Plans and Description for demolition and removal of all existing buildings and structures on site, alteration to existing access from Kings Road and formation of new points of access from Kings Road, installation of hardstanding bases to accommodate up to 272 holiday lodges with associated parking, access roads, servicing, hard and soft landscaping (including creation of outdoor activity space), replacement bridge over buck beck and erection of ancillary holiday resort buildings, erection of 2 x hotels, restaurants and cafes, a leisure unit (size increased), 2 x retail units (one with garden centre) and drive thru coffee unit all with car parking, access roads, servicing areas, hard and soft landscaping and use of the existing lake for fishing with associated erection of angler hub (see cover letter Jan 25 for detailed breakdown).**

**Location: Former Pleasure Island Theme Park Kings Road Cleethorpes**

*No objections but would ask that concerns from Natural England are addressed properly and given due consideration. The Village Council would also wish to see the current road down the side of the current site which takes you to the public car park, kept open to the public as part of the scheme.*

Yours faithfully,

**Mrs. K. Peers – Clerk to the Council  
Humberston Village Council**



# Humberston Village Council

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Clerk to the Council – Mrs. K. Peers

[Tel:- 07494 577661](tel:07494577661)

Email:- [clerk@humberstonvillagecouncil.gov.uk](mailto:clerk@humberstonvillagecouncil.gov.uk)

Dear Sirs,

15<sup>th</sup> September 2025

The following planning applications were discussed at the meeting of Humberston Village Council held on Tuesday 9<sup>th</sup> September 2025 and the comments below each application listed are the comments resolved to be submitted as follows:

**Planning Application Reference: DM/1109/22/FUL**

**Proposal: Amended Plans and Description for demolition and removal of all existing buildings and structures on site, alteration to existing access from Kings Road and formation of new points of access from Kings Road, installation of hardstanding bases to accommodate up to 272 holiday lodges with associated parking, access roads, servicing, hard and soft landscaping (including creation of outdoor activity space), replacement bridge over buck beck and erection of ancillary holiday resort buildings, erection of 2 x hotels, restaurants and cafes, a leisure unit (size increased), 2 x retail units (one with garden centre) and drive thru coffee unit all with car parking, access roads, servicing areas, hard and soft landscaping and use of the existing lake for fishing with associated erection of angler hub (see cover letter Jan 25 for detailed breakdown). Amended Information June 25 - Retail and Leisure Study, Sequential Test, FRA, NPPF Note and HRA.**

**Location: Former Pleasure Island Theme Park Kings Road Cleethorpes**

*The VC would reiterate its previous comments submitted. It supports comments made by Natural England and would also support comments by Rights of Way Officer. The VC would also re emphasise its concerns about lodges being open all year round.*

Yours faithfully,

*KJ Peers*

**Mrs. K. Peers – Clerk to the Council  
Humberston Village Council**

1 Beach View Court, Norfolk Lane,  
Cleethorpes, NE Lincolnshire DN35 8BT



# Humberston Village Council

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Clerk to the Council – Mrs. K. Peers

[Tel:- 07494 577661](tel:07494577661)

Email:- [clerk@humberstonvillagecouncil.gov.uk](mailto:clerk@humberstonvillagecouncil.gov.uk)

Dear Sirs,

22nd April 2026

The following planning applications were discussed at the meeting of Humberston Village Council held on Tuesday 21st April 2026 and the comments below each application listed are the comments resolved to be submitted as follows:

**Planning Application Reference: DM/1109/22/FUL**

**Proposal: Demolition and removal of all existing buildings and structures on site, alteration to existing access from Kings Road and formation of new points of access from Kings Road, installation of hardstanding bases to accommodate up to 272 holiday lodges with associated parking, access roads, servicing, hard and soft landscaping (including creation of outdoor activity space), replacement bridge over buck beck and erection of ancillary holiday resort buildings, erection of 2 x hotels, restaurants and cafes, a leisure unit (size increased), 2 x retail units (one with garden centre) and drive thru coffee unit all with car parking, access roads, servicing areas, hard and soft landscaping and use of the existing lake for fishing with associated erection of angler hub (see cover letter Jan 25 for detailed breakdown). Amended Information June 25 - Retail and Leisure Study, Sequential Test, FRA, NPPF Note. Amended Plans for Coffee Unit Feb 26 and Amended HRA March 26**

**Location: Former Pleasure Island Theme Park Kings Road Cleethorpes**

*The Village Council would reiterate its previous comments on this application – it has no objections to the site actually being developed and would welcome the regeneration of this site, however it notes that the points raised by Natural England have still not been dealt with and would wish to see those points actioned and satisfied before any permission is granted.*

Yours faithfully,

KJ Peers

**Ms. K. Peers – Clerk to the Council  
Humberston Village Council**

# Comments for Planning Application DM/1109/22/FUL

## Application Summary

Application Number: DM/1109/22/FUL

Address: Former Pleasure Island Theme Park Kings Road Cleethorpes North East Lincolnshire DN35 0PL

Proposal: Demolition and removal of all existing buildings and structures on site, alteration to existing access from Kings Road and formation of new points of access from Kings Road, installation of hardstanding bases to accommodate up to 272 holiday lodges with associated parking, access roads, servicing, hard and soft landscaping (including creation of outdoor activity space), replacement bridge over buck beck and erection of ancillary holiday resort buildings, erection of 2 x hotels, restaurants and cafes, a leisure unit (size increased), 2 x retail units (one with garden centre) and drive thru coffee unit all with car parking, access roads, servicing areas, hard and soft landscaping and use of the existing lake for fishing with associated erection of angler hub (see cover letter Jan 25 for detailed breakdown). Amended Information June 25 - Retail and Leisure Study, Sequential Test, FRA, NPPF Note. Amended Plans for Coffee Unit Feb 26 and Amended HRA March 26

Case Officer: Cheryl Jarvis

## Customer Details

Name: Mrs Monika Buffam

Address: 20 Church lane Humberston DN36 4HU

## Comment Details

Commenter Type: Member of the Public

Stance: Customer objects to the Planning Application

Comment Reasons:

Comment: Dear Planning Officer,

I formally register my total objection to application DM/1109/22/FUL. The environmental destruction of this development far outweighs any perceived economic or tourism gains.

The site borders the Humber Estuary SSSI, SAC, and SPA. This proposal represents an unsustainable threat to an internationally protected ecosystem in crisis.

I urge the Planning Committee to refuse this application based on direct violations of the North East Lincolnshire Local Plan (NELLP):

1. 25%+ Estuary Bird Decline & Habitat Fragmentation (NELLP Policies 9 & 41)

Official data confirms the Humber Estuary has suffered a 25%+ decline in non-breeding and

wintering bird populations (including Curlew, Bar-tailed Godwit, Grey Plover, and Redshank). Natural England states that when a designated species is in active decline, typical threshold assessments are inadequate. Since closing in 2016, the site has rewilded into a vital ecological buffer zone, high-tide roost, and foraging territory. Clearing mature scrub and trees between Buck Beck and Meridian Road causes devastating habitat fragmentation, violating Policies 9 and 41, which require a 10% Biodiversity Net Gain (BNG).

## 2. Overdevelopment & Failure of Green Infrastructure (NELLP Policy 5)

Inserting 272 lodges, a Lidl, Home Bargains with a garden centre, a drive-thru, a hotel, a casino, and a 900-capacity conference centre onto 54 acres constitutes severe overdevelopment.

Woodland Trust Tree Equity Map data highlights that North East Lincolnshire sits within a regional woodland cover deficit significantly below the UK national average.

Cleethorpes and Grimsby suffer from a severe "Tree Equity" gap, restricting community access to native woods. With studies highlighting a 47% decline in woodland butterflies and a 37% drop in woodland birds, this rewilded space must be protected for urban forestry, violating NELLP Policy 5(1)(I).

## 3. Light Pollution in the "Lakeside Area"

Because the 900-capacity conference facility is strategically placed in the "Lakeside Area" (right where the naturalized theme park lake sits), the structural layout requires massive external egress lighting, illuminated parking rows, and security floodlights. This round-the-clock artificial illumination completely shatters the dark sky conditions needed by migratory birds using the lake as a nocturnal refuge.

## 4. Destruction of Rare "Open Mosaic" and Riparian Ecosystems

Under JNCC SSSI Guidelines, the site qualifies as an "Open Mosaic Habitat on Previously Developed Land." The crumbling concrete, gravel, and invading scrub provide nesting and foraging terrain for rare invertebrates, alongside coastal dune/scrub transitions matching protected dune profiles. The central lake is a naturalised freshwater wetland, and Buck Beck watercourse hosts specialized riparian banks. Destroying these features fragments an active wildlife corridor, driving further regional biodiversity loss.

## 5. Inherent Flood Risk & Environmental Sustainability (NELLP Policy 33)

The site sits within Flood Zone 3 (High Risk). The proposal to shut down holiday lodges during winter to avoid flood threats proves the site is inherently dangerous and unsuitable for dense accommodation. Laying extensive concrete foundations for internal roads, retail stores, and 272 lodges will drastically increase surface water runoff, threatening Buck Beck flood defences and

risking the delicate hydrological balance of the SSSI estuary fringes, violating Policy 33.

#### 6. Traffic Overload and Retail Displacement (NELLP Highway Policies)

The inclusion of a 900-capacity conference facility and an on-site casino within the hotel creates a logistical crisis.

Simultaneous traffic arrival will cause immediate gridlock on the A1031 (Kings Road) and Meridian Road. This bottleneck will result in idling vehicles and amplified noise/air pollution immediately adjacent to the bird-feeding grounds of the SSSI. Compounded with daily traffic from an out-of-town Lidl and a massive Home Bargains store, the road network will be completely overwhelmed. These retail operations belong within town centres rather than a designated coastal resort zone, presenting a clear conflict with sequential retail planning policies.

#### Conclusion

The former Pleasure Island site must not be sacrificed for commercial expansion.

Given the documented 25%+ decline of the estuary's bird life, the severe regional woodland deficit, and the structural impossibility of safely managing high-density conference traffic, the council has a statutory duty to protect this land from urbanization.

I request that the Planning Committee refuses application DM/1109/22/FUL in its entirety.

Yours sincerely,

Monika Buffam

# Comments for Planning Application DM/1109/22/FUL

## Application Summary

Application Number: DM/1109/22/FUL

Address: Former Pleasure Island Theme Park Kings Road Cleethorpes North East Lincolnshire DN35 0PL

Proposal: Demolition and removal of all existing buildings and structures on site, alteration to existing access from Kings Road and formation of new points of access from Kings Road and Meridian Road, installation of hardstanding bases to accommodate up to 272 holiday lodges with associated parking, access roads, servicing, hard and soft landscaping and erection of ancillary holiday resort buildings; erection of 2 x hotels, restaurants and cafes, a leisure unit, 2 x retail units (one with garden centre) and drive thru coffee unit all with car parking, access roads, servicing areas, hard and soft landscaping; and use of the existing lake for fishing

Case Officer: Cheryl Jarvis

## Customer Details

Name: Mr Steven Billings

Address: 25 Fairway Court Cleethorpes

## Comment Details

Commenter Type: Neighbour

Stance: Customer objects to the Planning Application

Comment Reasons:

Comment: Firstly I would like to say that the proposed Pleasure Island development could be a breath of fresh air because the current redundant Site "if you look beyond the boundary trees" is an eyesore, the development would also bring business and jobs to Cleethorpes, however, I must agree with my immediate neighbours, I am totally against a new entrance being facilitated opposite the rear of our properties because of the much increased dust, noise and exhaust emissions we would have to suffer, we would also lose our privacy when buses and high sided vehicles are stood in traffic, so relaxing in our gardens we fear would become a thing of the past.

The increased influx of traffic "not just during the construction period" but also when the complex becomes operational would inevitably see vehicles stood bumper to bumper with engines running "which will become a regular occurrence" the Kings Road already sees an abundance of traffic due to the Stagecoach bus services running in both directions every 15 minutes, people driving to and from their homes, Golf Club members visiting and leaving, and holiday makers en route to the local camps, caravan parks, eateries and attractions.

The current access and egress points at either end of the existing Site to and from the old car park would be much more practical, and if they were to be utilised again it would go a long way to get the traffic off the Kings Road sooner, which would greatly reduce any tailbacks and also minimise

the pollution to our properties.

I must also stress, if the current boundary trees to the Site are to be removed, we would require an alternative, practical screen/hoarding to be erected to prevent guests of the complex from looking directly into our bedrooms and to shield us from constant light in the dark hours, if these simple requests could be facilitated, I would have no further objections to the development going ahead.

Steve Billings

# Comments for Planning Application DM/1109/22/FUL

## Application Summary

Application Number: DM/1109/22/FUL

Address: Former Pleasure Island Theme Park Kings Road Cleethorpes North East Lincolnshire DN35 0PL

Proposal: Amended Plans and Description for demolition and removal of all existing buildings and structures on site, alteration to existing access from Kings Road and formation of new points of access from Kings Road, installation of hardstanding bases to accommodate up to 272 holiday lodges with associated parking, access roads, servicing, hard and soft landscaping (including creation of outdoor activity space), replacement bridge over buck beck and erection of ancillary holiday resort buildings, erection of 2 x hotels, restaurants and cafes, a leisure unit (size increased), 2 x retail units (one with garden centre) and drive thru coffee unit all with car parking, access roads, servicing areas, hard and soft landscaping and use of the existing lake for fishing with associated erection of angler hub (see cover letter Jan 25 for detailed breakdown). Amended Information June 25 - Retail and Leisure Study, Sequential Test, FRA, NPPF Note and HRA.

Case Officer: Cheryl Jarvis

## Customer Details

Name: Mr Michael Parsons

Address: 27, Fairway Court Cleethorpes DN35 0NN

## Comment Details

Commenter Type: Neighbour

Stance: Customer objects to the Planning Application

Comment Reasons:

Comment: Unure if the hotel has now been amended. Other than that, my comments of 20th Feb 2023 still apply.

20Feb23-Although I do agree with some aspects of the development, there are two areas of the proposal

that I strongly object to.

1. The Hotel overlooking our properties

2. The New Proposed Roads

HOTEL - LOSS OF PRIVACY'

My family has been in Fairway Court since it was built in the 1970s and when Kings Road was a dirt track. In those 50 years, permanent night-time dwellings have never been built nor allowed. Building a multi-story hotel directly behind our properties will cause a loss of privacy. This is just common sense, unacceptable and for this reason should not be allowed. Based on the development plans, it mentioned it's a 4-storey hotel, when in truth, it's a 6-storey establishment, with the casino below being at least the equivalent of two floors.

We have not had any issues with previous businesses except for when Pleasure Island were

required to move an intrusive ride- 'The Parachute Drop' which overlooked us and caused a loss of privacy. This has surely set a precedent on tall structures overlooking our properties. We're not against progress, but ask that you please adhere to a precedent that has previously been established.

#### 'NEW ROAD - LIGHT POLLUTION'

The development proposal is 24/7 with cars & Heavy Goods Vehicles arriving and leaving at all hours of the evening/early morning. As Pleasure Island closed around 6pm every day, it has never affected us into the evening and through the night.

Vehicles leaving the newly proposed service road behind our properties will shine headlights directly into our bedroom windows during the night.

#### 'NEW ROAD - INCREASED ACCIDENTS'

Kings Road and its pathways get EXTREMELY BUSY during the summer months, with families and young children, I hope this has been taken into consideration.

We have already had a car plough into a neighbour's garden seconds after she had been sitting there, and this is before any new development with increased traffic etc.

#### 'HOTEL/NEW ROAD - SOUND POLLUTION/REPORT'

This sound report of the development says that the site movement will be 24/7, so with that in mind.

Noise report - 6.6.3;

"During the night time period, the impact at the closest receptors (neighbours), both existing and proposed, is Low, when taking into consideration the peak hour from a worst-case Saturday daytime period and the representative measured background noise level over a weekend period. Due to the residual road traffic noise level in the locality, noise associated with the proposed development may be noticeable at the closest receptors (us), but not such that there is a perceived change in behaviour or attitude to the receptor."

I was an audio engineer for 8 years, so let's dissect this.

1. They took the busiest day/time on Kings Road and classified their impact as Low. I'd like to see them take measurements on a weekday evening when it's very quiet, I'm sure the impact would be Moderate. What should have been taken is an AVERAGE AUDIO LEVEL. The claimed impact is inaccurate at best and deceiving at worst.

2. In the evening summer months when we NEED to open our windows due to the sweltering heat (like last year), we will have to endure car doors slamming, braking vehicles, pedestrian noise, heavy-goods vehicle delivering and more all through the night, 24/7, past 6.00pm (which has always been the cut off). How can that not have a "perceived change in behaviour or attitude to the receptor" (us) as claimed? I can tell you without a doubt, it will change our behaviour and have a significant impact.

3. As it stands, I've seen nothing on evening pedestrian pollution. We already suffer occasional exuberant and loud revellers along Kings Road. If a casino or a bar, right behind our properties, is open 24/7, how much noise will we have to endure? Has pedestrian noise pollution been taken into account? Depending on distance, a yelling voice can reach 80 or 90 decibels which is VERY LOUD for an evening, far exceeding the 30 decibels claimed in this document. The audio impact statement would say Moderate to High, which is a clear breach and unacceptable.

4. How can a filter-road with queueing traffic not affect us late into the evening during the summer months when we want to open our windows? I can tell you now, the, "No perceived change in behaviour or attitude from the receptor (us)" statement is INACCURATE. It will affect us and change our behaviour. It's common sense!

A simple solution would be to remove the hotel and road from the current plans or move them away from our properties. If there was no new filter-road being considered directly behind our properties, vehicles would have to use existing entrances, reducing fume & noise pollution around us.

I hope you take into consideration not only the choices being made for this development, but the loss of privacy incurred by the immediate neighbours of Fairway Court.

# Comments for Planning Application DM/1109/22/FUL

## Application Summary

Application Number: DM/1109/22/FUL

Address: Former Pleasure Island Theme Park Kings Road Cleethorpes North East Lincolnshire DN35 0PL

Proposal: Demolition and removal of all existing buildings and structures on site, alteration to existing access from Kings Road and formation of new points of access from Kings Road and Meridian Road, installation of hardstanding bases to accommodate up to 272 holiday lodges with associated parking, access roads, servicing, hard and soft landscaping and erection of ancillary holiday resort buildings; erection of 2 x hotels, restaurants and cafes, a leisure unit, 2 x retail units (one with garden centre) and drive thru coffee unit all with car parking, access roads, servicing areas, hard and soft landscaping; and use of the existing lake for fishing

Case Officer: Cheryl Jarvis

## Customer Details

Name: Mrs Carol Parsons

Address: 27 Fairway Court Cleethorpes

## Comment Details

Commenter Type: Neighbour

Stance: Customer objects to the Planning Application

Comment Reasons:

Comment: While we can agree there's need for development on the Pleasure Island site, we have major concerns that part of the plans will be to the detriment of me and my neighbours.

My objections:

We strongly object to a multi-storey hotel overlooking mine and the other gardens (and bedroom windows) of Fairway Court. This is a clear and obvious loss of privacy.

Are there not better places to put this hotel (if one is needed at all?)

I'm sure hotel customers would prefer a sea view or a view of the golf course rather than our back gardens!

We also strongly object to the newly proposed entrance and filter lane which will service the proposed hotel. Again, this is planned at the rear of our gardens, between numbers 21 - 31 Fairway Court.

With this new filter system, traffic will build up waiting to turn, which will most likely back up and congest North Sea Lane.

Furthermore, coaches and other high sided vehicles waiting to turn will have a clear view into our gardens causing loss of privacy, along with added noise and pollution of labouring engines.

Why is there the need for a new entrance at all? There are two perfectly good entrances to the site that previous businesses have found perfectly adequate.

If a new road is needed, it should be built within the confines of the site without the need to alter the free-flowing traffic on Kings Road.

We're all aware how busy traffic gets in the summer without the added issues of stop-start traffic caused by these newly proposed junction(s) behind our gardens.

I hope when considering this development, you'll take into account the effect this will have on us, the immediate neighbours of Fairway Court.

Thank you.

**From:** Micky Parsons  
**Sent:** 20 February 2023 07:22  
**To:** Planning - IGE (ENGIE) <planning@nelincs.gov.uk>

**Subject:** PLEASURE ISLAND DEVELOPMENT Ref DM/1109/22/FUL

**FAO: Cheryl Jarvis**

**Good morning, it seems my comment has not been entered on the planning portal even though I had an email to state it had been received. It is below the 5000 character limit.**

**My comments are below:**

Although I do agree with some aspects of the development, there are two areas of the proposal that I strongly object to.

1. The Hotel overlooking our properties
2. The New Proposed Roads

#### **HOTEL - LOSS OF PRIVACY'**

My family has been in Fairway Court since it was built in the 1970s and when Kings Road was a dirt track. In those 50 years, permanent night-time dwellings have never been built nor allowed. Building a multi-story hotel directly behind our properties will cause a loss of privacy. This is just common sense, unacceptable and for this reason should not be allowed.

Based on the development plans, it mentioned it's a 4-storey hotel, when in truth, it's a 6-storey establishment, with the casino below being at least the equivalent of two floors.

We have not had any issues with previous businesses except for when Pleasure Island were required to move an intrusive ride- 'The Parachute Drop' which overlooked us and caused a loss of privacy.

This has surely set a precedent on tall structures overlooking our properties.

We're not against progress, but ask that you please adhere to a precedent that has previously been established.

#### **'NEW ROAD - LIGHT POLLUTION'**

The development proposal is 24/7 with cars & Heavy Goods Vehicles arriving and leaving at all hours of the evening/early morning. As Pleasure Island closed around 6pm every day, it has never affected us into the evening and through the night.

Vehicles leaving the newly proposed service road behind our properties will shine headlights directly into our bedroom windows during the night.

#### **'NEW ROAD - INCREASED ACCIDENTS'**

Kings Road and its pathways get EXTREMELY BUSY during the summer months, with families and young children, I hope this has been taken into consideration.

We have already had a car plough into a neighbour's garden seconds after she had been sitting there, and this is before any new development with increased traffic etc.

#### **'HOTEL/NEW ROAD - SOUND POLLUTION/REPORT'**

This sound report of the development says that the site movement will be 24/7, so with that in mind.

Noise report - 6.6.3;

"During the night time period, the impact at the closest receptors (neighbours), both existing and proposed, is Low, when taking into consideration the peak hour from a worst-case Saturday daytime period and the representative measured background noise level over a weekend period. Due to the residual road traffic noise level in the locality, noise associated with the proposed development may be noticeable at the closest receptors (us), but not such that there is a perceived change in behaviour or attitude to the receptor."

I was an audio engineer for 8 years, so let's dissect this.

1. They took the busiest day/time on Kings Road and classified their impact as Low. I'd like to see them take measurements on a weekday evening when it's very quiet, I'm sure the impact would be Moderate. What should have been taken is an AVERAGE AUDIO LEVEL. The claimed impact is inaccurate at best and deceiving at worst.
2. In the evening summer months when we NEED to open our windows due to the sweltering heat (like last year), we will have to endure car doors slamming, braking vehicles, pedestrian noise, heavy-goods vehicle delivering and more all through the night, 24/7, past 6.00pm (which has always been the cut off). How can that not have a "perceived change in behaviour or attitude to the receptor" (us) as claimed? I can tell you without a doubt, it will change our behaviour and have a significant impact.
3. As it stands, I've seen nothing on evening pedestrian pollution. We already suffer occasional exuberant and loud revellers along Kings Road. If a casino or a bar, right behind our properties, is open 24/7, how much noise will we have to endure? Has pedestrian noise pollution been taken into account? Depending on distance, a yelling voice can reach 80 or 90 decibels which is VERY LOUD for an evening, far exceeding the 30 decibels claimed in this document. The audio impact statement would say Moderate to High, which is a clear breach and unacceptable.
4. How can a filter-road with queueing traffic not affect us late into the evening during the summer months when we want to open our windows? I can tell you now, the, "No perceived change in behaviour or attitude from the receptor (us)" statement is INACCURATE. It will affect us and change our behaviour. It's common sense!

A simple solution would be to remove the hotel and road from the current plans or move them away from our properties. If there was no new filter-road being considered directly behind our properties, vehicles would have to use existing entrances, reducing fume & noise pollution around us.

I hope you take into consideration not only the choices being made for this development, but the loss of privacy incurred by the immediate neighbours, let alone an 8-year construction.

If these issues can be addressed, I would have no further objection.

Thank you.

Micky Parsons

27 Fairway Court DN35 0NN

# Comments for Planning Application DM/1109/22/FUL

## Application Summary

Application Number: DM/1109/22/FUL

Address: Former Pleasure Island Theme Park Kings Road Cleethorpes North East Lincolnshire DN35 0PL

Proposal: Amended Plans and Description for demolition and removal of all existing buildings and structures on site, alteration to existing access from Kings Road and formation of new points of access from Kings Road, installation of hardstanding bases to accommodate up to 272 holiday lodges with associated parking, access roads, servicing, hard and soft landscaping (including creation of outdoor activity space), replacement bridge over buck beck and erection of ancillary holiday resort buildings, erection of 2 x hotels, restaurants and cafes, a leisure unit (size increased), 2 x retail units (one with garden centre) and drive thru coffee unit all with car parking, access roads, servicing areas, hard and soft landscaping and use of the existing lake for fishing with associated erection of angler hub (see cover letter Jan 25 for detailed breakdown). Amended Information June 25 - Retail and Leisure Study, Sequential Test, FRA, NPPF Note and HRA.

Case Officer: Cheryl Jarvis

## Customer Details

Name: Mrs Carol Parsons

Address: 27, Fairway Court Cleethorpes Cleethorpes DN35 0NN

## Comment Details

Commenter Type: Neighbour

Stance: Customer objects to the Planning Application

Comment Reasons:

Comment: My previous comments of 15th Feb 2024 still remain.

Whilst we can agree there's need for development on the Pleasure Island site, we have major concerns that part of the plans will be to the detriment of me and my neighbours.

My objections:

1) We strongly object to a multi-storey hotel overlooking mine and the other properties (gardens/ bedroom windows) of Fairway Court. This is a clear and obvious loss of privacy. Are there not better places to put this hotel (if one is needed at all?) I'm sure hotel customers would prefer a sea view or a view of the golf course rather than our back gardens!

2) We also strongly object to the newly proposed entrance and filter lane which will service the proposed hotel. Again, this is planned at the rear of our gardens, between numbers 21 - 31 Fairway Court. With this new filter system, traffic will build up waiting to turn, which will most likely back up and congest North Sea Lane.

Furthermore, coaches and other high sided vehicles waiting to turn will have a clear view into our

gardens causing loss of privacy, along with added noise and pollution of labouring engines. Why is there the need for a new entrance at all? There are two perfectly good entrances to the site that previous businesses have found perfectly adequate. If a new road is needed, it should be built within the confines of the site without the need to alter the free-flowing traffic on Kings Road. We're all aware how busy traffic gets in the summer without the added issues of stop-start traffic caused by these newly proposed junction(s) behind our gardens. I hope when considering this development, you'll take into account the effect this will have on us, the immediate neighbours of Fairway Court.

Thank you.

Mrs C Parsons

# Comments for Planning Application DM/1109/22/FUL

## Application Summary

Application Number: DM/1109/22/FUL

Address: Former Pleasure Island Theme Park Kings Road Cleethorpes North East Lincolnshire DN35 0PL

Proposal: Demolition and removal of all existing buildings and structures on site, alteration to existing access from Kings Road and formation of new points of access from Kings Road and Meridian Road, installation of hardstanding bases to accommodate up to 272 holiday lodges with associated parking, access roads, servicing, hard and soft landscaping and erection of ancillary holiday resort buildings; erection of 2 x hotels, restaurants and cafes, a leisure unit, 2 x retail units (one with garden centre) and drive thru coffee unit all with car parking, access roads, servicing areas, hard and soft landscaping; and use of the existing lake for fishing

Case Officer: Cheryl Jarvis

## Customer Details

Name: Mrs Carol Parsons

Address: 27 Fairway Court North East Lincolnshire Cleethorpes

## Comment Details

Commenter Type: Neighbour

Stance: Customer objects to the Planning Application

Comment Reasons:

Comment: While we can agree there's need for development on the Pleasure Island site, we have major concerns that part of the plans will be to the detriment of me and my neighbours.

My objections:

We strongly object to a multi-storey hotel overlooking mine and the other gardens (and bedroom windows) of Fairway Court. This is a clear and obvious loss of privacy.

Are there not better places to put this hotel (if one is needed at all?)

I'm sure hotel customers would prefer a sea view or a view of the golf course rather than our back gardens!

We also strongly object to the newly proposed entrance and filter lane which will service the proposed hotel. Again, this is planned at the rear of our gardens, between numbers 21 - 31 Fairway Court.

With this new filter system, traffic will build up waiting to turn, which will most likely back up and congest North Sea Lane.

Furthermore, coaches and other high sided vehicles waiting to turn will have a clear view into our gardens causing loss of privacy, along with added noise and pollution of labouring engines.

Why is there the need for a new entrance at all? There are two perfectly good entrances to the site that previous businesses have found perfectly adequate.

If a new road is needed, it should be built within the confines of the site without the need to alter the free-flowing traffic on Kings Road.

We're all aware how busy traffic gets in the summer without the added issues of stop-start traffic caused by these newly proposed junction(s) behind our gardens.

I hope when considering this development, you'll take into account the effect this will have on us, the immediate neighbours of Fairway Court.

Thank you.

# Comments for Planning Application DM/1109/22/FUL

## Application Summary

Application Number: DM/1109/22/FUL

Address: Former Pleasure Island Theme Park Kings Road Cleethorpes North East Lincolnshire DN35 0PL

Proposal: Demolition and removal of all existing buildings and structures on site, alteration to existing access from Kings Road and formation of new points of access from Kings Road and Meridian Road, installation of hardstanding bases to accommodate up to 272 holiday lodges with associated parking, access roads, servicing, hard and soft landscaping and erection of ancillary holiday resort buildings; erection of 2 x hotels, restaurants and cafes, a leisure unit, 2 x retail units (one with garden centre) and drive thru coffee unit all with car parking, access roads, servicing areas, hard and soft landscaping; and use of the existing lake for fishing

Case Officer: Cheryl Jarvis

## Customer Details

Name: Mr Simon Green

Address: 29 Fairway Court Humberston Cleethorpes

## Comment Details

Commenter Type: Neighbour

Stance: Customer objects to the Planning Application

Comment Reasons:

Comment: We are writing to you to express strong concerns about the proposed development at the old Pleasure Island site in Cleethorpes.

We have concerns relating to traffic and its associated environmental impact and the layout of the site (overlooks our gardens and bedroom windows), and light and noise pollution.

With respect to the traffic, the concerns we have are as follows: -

Columns of traffic will increase on an already overloaded road. Roundabout at the McDonalds is frequently backed up causing stationary traffic at peak periods in the week, weekend and bank holidays. The new development will make this even worse.

The additional traffic will obviously impact on our peaceful rear gardens, whilst not always peaceful and quiet, there are periods in the day when the traffic flow is very low - this will change with increased traffic.

With the proposed construction programme of 8 years, and the required heavy plant and machinery required for the excavations, landscaping and construction of the site, plus the almost hourly construction materials deliveries throughout the day in the week, we have real concerns that Kings Road and North Sea Lane will need structural reinforcement, as we are already experiencing vibrations caused by vehicles. The whole area is built on reclaimed marshes, sand

banks, and vibrations travel very easily from the roads to the houses. So the situation is currently bad, but will get worse.

With regards to the site layout:-

The proposed hotel/leisure site entrance is visible from my bedroom window. I will be subjected to vehicle lights beaming at the window night and day, also with the associated noise pollution from car horns, accelerating and braking vehicles, on the site entrance alone. There is also a 2nd site entrance proposed to access to the proposed supermarket which will cause the same issues for the residents tha back onto the site.

The supermarket and associated leisure, food and hotel business once constructed, will require a constant delivery supplies, and rattling bottles, reversing vehicles, and other noisy practices will be a constant annoyance and very disruptive to the residents and local wildlife if not properly planned and mitigating plans put in place.

Noise/Light/Pollution

Increased light pollution from car park flood lights, traffic and vehicle lights.

Increased traffic sounds and noise pollution from buses, HGV's, cars and motorcycles.

The operation of all the leisure facilities on the whole site will cause daily noise and light pollution. Finally, I do believe the development is a good idea in principle, however, the plans as presented, particularly the proposed entrances and site layout do not really help the local residents in maintaining private, safe and peaceful gardens. The development ensures the heavy goods vehicles are are turning and braking a few meters away from our gardens, hotel guests are overlooking our gardens and bedroom windows.

Hopefully the plans can be reviewed in line with all the residents concerns,

**From:** Julie Dann  
**Sent:** Saturday, October 28, 2023 11:11 PM  
**To:** Planning - IGE (Equans) <[planning@nelincs.gov.uk](mailto:planning@nelincs.gov.uk)>  
**Subject:** Objection to Planning Reference: DM/1109/22/FUL

To whom it may concern

I would like to object to the Planning Application for the following reasons:

- North Sea Lane is already a busy road especially during the summer months with tourists and placing such a large complex there will only exacerbate the problem. There will be significant queues whilst traffic is waiting to enter the complex which will lead to stationary vehicles causing pollution and a build up of traffic causing entry to the side roads becoming backlogged. (Previous entertainment venues on this site did not cause the anticipated traffic volumes).
- It will be detrimental to the existing small and local businesses that are already established especially in the current climate and in particular the bed and breakfast inns and private caravan rental businesses.
- Cleethorpes already has a lot of accommodation for tourists, and in this area there are various caravan parks, the Humberston Fitties, Bed and Breakfast accommodations, the Premier Inn and various hotels. Therefore we feel to use the land for more activities for tourists, especially as activities are somewhat limited at the moment, would encourage tourists whilst at the same time be more beneficial to current local businesses and more acceptable to the local residents.
- From looking at the plans it would appear that all access to the part of the beach that is open all year round for dog walkers is going to be lost. There is a walk between the old pleasure island and the car park, that is used by numerous locals which is going to be included in the complex. The river that is regularly used by dog walkers and hikers alike will be enclosed and it also appears that the parking area alongside the railway is going to be much more difficult to access. This is going to take a considerable amount from local residents and current tourists.

- A complex is not needed in this area and it will be broaching onto the local residents. It will create noise, traffic, dust and light pollution. Where the current complexes are 'tucked away'

and never seem to affect the local residents, this is not the ideal place to build what is planned as no consideration has been given to the people that live in the area.

- There is a lot of wildlife, fauna and trees that will be heavily disrupted by this development. With so much building going on - in and around the area caused by property developers this

is an unnecessary disturbance. I would hope that assessments have been done to see what wildlife, insects, fauna etc have turned this habitat into their home and to have it confirmed

that no rare species are living there.

1. There is an indication from the planning department when an email was sent by myself that these 'cabins' will be open all year to tourists and if this is the case, this will have a detrimental affect on our already stretched NHS at Grimsby hospital and our local schools and GP surgeries.

Please could you confirm that this objection has been added to the planning application reference.

Thank you

**J Dawson**

33 Fairway Court, Cleethorpes, DN35 0NN

# Comments for Planning Application DM/1109/22/FUL

## Application Summary

Application Number: DM/1109/22/FUL

Address: Former Pleasure Island Theme Park Kings Road Cleethorpes North East Lincolnshire DN35 0PL

Proposal: Amended Plans and Description for demolition and removal of all existing buildings and structures on site, alteration to existing access from Kings Road and formation of new points of access from Kings Road, installation of hardstanding bases to accommodate up to 272 holiday lodges with associated parking, access roads, servicing, hard and soft landscaping (including creation of outdoor activity space), replacement bridge over buck beck and erection of ancillary holiday resort buildings, erection of 2 x hotels, restaurants and cafes, a leisure unit (size increased), 2 x retail units (one with garden centre) and drive thru coffee unit all with car parking, access roads, servicing areas, hard and soft landscaping and use of the existing lake for fishing with associated erection of angler hub (see cover letter Jan 25 for detailed breakdown).

Case Officer: Cheryl Jarvis

## Customer Details

Name: Miss Julie Dawson

Address: 33 Fairway Court Cleethorpes DN35 0NN

## Comment Details

Commenter Type: Neighbour

Stance: Customer objects to the Planning Application

Comment Reasons:

Comment: I would like to register that all of my original objections still stand regardless of the amendments

# Comments for Planning Application DM/1109/22/FUL

## Application Summary

Application Number: DM/1109/22/FUL

Address: Former Pleasure Island Theme Park Kings Road Cleethorpes North East Lincolnshire DN35 0PL

Proposal: Amended Plans and Description for demolition and removal of all existing buildings and structures on site, alteration to existing access from Kings Road and formation of new points of access from Kings Road, installation of hardstanding bases to accommodate up to 272 holiday lodges with associated parking, access roads, servicing, hard and soft landscaping (including creation of outdoor activity space), replacement bridge over buck beck and erection of ancillary holiday resort buildings, erection of 2 x hotels, restaurants and cafes, a leisure unit (size increased), 2 x retail units (one with garden centre) and drive thru coffee unit all with car parking, access roads, servicing areas, hard and soft landscaping and use of the existing lake for fishing with associated erection of angler hub (see cover letter Jan 25 for detailed breakdown). Amended Information June 25 - Retail and Leisure Study, Sequential Test, FRA, NPPF Note and HRA.

Case Officer: Cheryl Jarvis

## Customer Details

Name: Miss Julie Dawson

Address: 33 Fairway Court Cleethorpes DN35 0NN

## Comment Details

Commenter Type: Neighbour

Stance: Customer objects to the Planning Application

Comment Reasons:

Comment:As per my previous objections to this planning application I would like to state that the amendments make no difference to my views and I strongly object to this application.

In addition to my previous reasons I would like to add that recently there has been fatalities of animals along Kings Road including pets and wildlife and I feel that if this project is approved, this is going to get even worse. When the area is cleared the wildlife that has made its home in the vicinity cannot flee towards the sea so will migrate inland towards the roads and putting themselves and domestic animals in potential danger. If the project is completed the increase in traffic will put more animals and may be even children in more danger. This is an additional objection and not my only one. Please see previous objections. Thank you

# Comments for Planning Application DM/1109/22/FUL

## Application Summary

Application Number: DM/1109/22/FUL

Address: Former Pleasure Island Theme Park Kings Road Cleethorpes North East Lincolnshire DN35 0PL

Proposal: Amended Plans and Description for demolition and removal of all existing buildings and structures on site, alteration to existing access from Kings Road and formation of new points of access from Kings Road, installation of hardstanding bases to accommodate up to 272 holiday lodges with associated parking, access roads, servicing, hard and soft landscaping (including creation of outdoor activity space), replacement bridge over buck beck and erection of ancillary holiday resort buildings, erection of 2 x hotels, restaurants and cafes, a leisure unit (size increased), 2 x retail units (one with garden centre) and drive thru coffee unit all with car parking, access roads, servicing areas, hard and soft landscaping and use of the existing lake for fishing with associated erection of angler hub (see cover letter Jan 25 for detailed breakdown). Amended Information June 25 - Retail and Leisure Study, Sequential Test, FRA, NPPF Note and HRA.

Case Officer: Cheryl Jarvis

## Customer Details

Name: Miss Rachel Dawson

Address: 33 Fairway Court Cleethorpes DN35 0NN

## Comment Details

Commenter Type: Neighbour

Stance: Customer objects to the Planning Application

Comment Reasons:

Comment: I object to this planning application due to many reasons. A big issue for me is the amount of wildlife that will be disturbed. Countless animals will be forced to migrate from their homes onto the local land which will cause a huge amount of disturbances. Another concern of mine as a local resident is the cats that live locally. We already have a lot of incidents involving cats getting hurt and killed on Kings road and there has been no consideration about the increase of traffic on the road. Another issue I have with this is that there is already little to no entertainment in the area and the land could be used for more beneficial purposes in that department. As a teenager growing up in cleethorpes, there was no place to go that offered a source of entertainment. Personally, I think it would be better if something like a tourist attraction was considered there. Thank you

# Comments for Planning Application DM/1109/22/FUL

## Application Summary

Application Number: DM/1109/22/FUL

Address: Former Pleasure Island Theme Park Kings Road Cleethorpes North East Lincolnshire DN35 0PL

Proposal: Demolition and removal of all existing buildings and structures on site, alteration to existing access from Kings Road and formation of new points of access from Kings Road, installation of hardstanding bases to accommodate up to 272 holiday lodges with associated parking, access roads, servicing, hard and soft landscaping (including creation of outdoor activity space), replacement bridge over buck beck and erection of ancillary holiday resort buildings, erection of 2 x hotels, restaurants and cafes, a leisure unit (size increased), 2 x retail units (one with garden centre) and drive thru coffee unit all with car parking, access roads, servicing areas, hard and soft landscaping and use of the existing lake for fishing with associated erection of angler hub (see cover letter Jan 25 for detailed breakdown). Amended Information June 25 - Retail and Leisure Study, Sequential Test, FRA, NPPF Note. Amended Plans for Coffee Unit Feb 26 and Amended HRA March 26

Case Officer: Cheryl Jarvis

## Customer Details

Name: Miss Julie Dawson

Address: 33 Fairway Court Cleethorpes DN35 0NN

## Comment Details

Commenter Type: Neighbour

Stance: Customer objects to the Planning Application

Comment Reasons:

Comment: After receiving notification about further amendments to the above application, I would like to still maintain my objection against this application.

The amendments have not altered my opinion and my reasons stated in previous comments still stands.

I am also concerned about the bat population that other members of the public have mentioned, and I would like to confirm that I have seen activity from bats in the evenings.

I also use the public footpath to the beach from the back of the bus stop on a regular basis, and I have been informed by NELC that this will not be accessible to the public, when the work is in progress and when it is completed, which I strongly object to.

Please see previous messages for full objections.

Thank you

## Planning Application DM/1109/22/FUL

Address: Former Pleasure Island Theme Park, Kings Road, Cleethorpes

Proposal: Removal of existing buildings, new points of access, 272 lodges, 2 hotels, restaurants and cafes etc

Location: Former Pleasure Island Theme Park, Kings Road, Cleethorpes

Name: Miss Dawson

Address: 33 Fairway Court, Cleethorpes

Firstly, I will agree that something needs to be done with the former Pleasure Island Theme Park but I strongly disagree with the what is being proposed.

I would like to object to the Planning Application for the following reasons:

- North Sea Lane is already a busy road especially during the summer months with tourist, and placing such a large complex there will only exacerbate the problem. The proposed new access roads will have a huge impact on an already busy road and will cause significant issues for local residents who have gardens facing this road. Exhaust pollution will certainly increase from vehicles waiting to turn into the development and many have no trees or structures to prevent the noise and fumes from invading their gardens. I would like the developers to consider discussing the location of the proposed accesses with the immediate residents - if this development is granted permission, as they should have their views considered and may be discuss a compromise on their location.
- It will be detrimental to the existing small and local businesses that are already established especially in the current climate and in particular the bed and breakfast inns and private caravan rental businesses. In a country that has a population that is already struggling financially, I fail to see why more holiday homes are considered necessary. I feel that more should be done to assist the current businesses/chalet and caravan owners that already exist, then to make it even harder for them by introducing competition.
- It has been made apparent that leisure and entertainment businesses have been contacted regarding this piece of land and the conclusion was, that no one was interested in developing the land under those headings. Where is the poof for this? Who was contacted and by whom? No one has answered this question when I have asked it. In a resort that has no competition for entertainment, as there basically isn't any, other than the Meridian Point, I find it very hard to believe that no one is interested. There is already a large community of tourists within the Humberston Fitties, Thorpe Park, the old beachcomber and two or three caravan parks dotted about as well as the Premier Inn and small Bed and Breakfasts that would accommodate tourists

eager to visit an entertainment development. On top of that there are a huge amount of local people, that would love to see something there aimed at the residents that keep Cleethorpes going all year round. Indoor and outdoor activities that take into account all age groups would be a tremendous asset to Cleethorpes and Grimsby.

- In addition to the point above, Cleethorpes already has a lot of accommodation for tourists, and in this area, there are various caravan parks, the Humberston Fitties, Bed and Breakfast accommodations, the Premier Inn and various hotels. Therefore, we feel to use the land for more activities for tourists, especially as activities are somewhat limited at the moment, would encourage tourists whilst at the same time be more beneficial to current local businesses and more acceptable to the local residents.
- From looking at the plans it would appear that all access to the part of the beach that is open all year round for dog walkers is going to be lost. There is a walk between the old pleasure island and the car park, that is used by numerous locals which is going to be within the complex. The river that is regularly used by dog walkers and hikers alike will be surrounded by lodges.
- It also appears that the parking area alongside the railway is going to be very difficult to access due to that very small 'one car at a time' road, because this will be utilised by tourists staying in the rear lodges of the complex.
- A complex is not needed in this area and it will be broaching onto the local residents. The current parks and holiday areas are tucked away – the tourists feel that they are not encroaching on the locals and have privacy and the locals are not disturbed by the tourists. This development will create noise, traffic, dust and light pollution for all local residents.
- There is a lot of wildlife, fauna and trees that will be heavily disrupted by this development. There are numerous tress that are being earmarked for destruction which is heart-breaking. This area of Lincolnshire is supposed to have conservation in the forefront and this is not being considered by the developers. So much wildlife now exists in this area and careful consideration for their safety has to be taken into account. No one wants to see a repeat of what happened on Humberston Avenue when the land behind it was developed. Badgers, deer, foxes, rabbits, bats, owls to name just a few have been spotted in this land by many locals that use the area to gain access to the beach.
- I would like the following to be addressed as I have not been given an answer so far. Is the site going to open 12 months of the year? If so, that leads to the assumption that owners on Humberston Fitties and Thorpe Park will – quite rightly, like the same consideration. This leads to what are these visitors going to do all year and more importantly are people going to move into them as their main residence? If this is the case, then there will naturally be a further impact on our local schools, colleges, doctor surgeries, hospitals etc which are already overflowing or close to being that way.
- And again, from the point above, will the properties be owned by the developers or will they be available for purchase? This could lead to many

problems within the site as it will become a housing estate on what was potentially meant for tourists and attractions.

- The proposed 8 years for construction is very concerning for local residents. That is a very long timescale which suggests that the funding for this development may not be in place at the time of application? Does that mean that we are basically going to be living next to an unfinished building site until 2031? Who on the council making these decisions would like that on their doorstep. The noise, the pollution, the traffic, the dust? And also, what tourist that already comes here on a regular basis is going to want to be disturbed by that for 8 years whilst on holiday.
- There has been issues in the recent past, about flooding, and this has been sadly the case for many of the properties owned on Humberston Fitties. The proximity to the beach is very similar on this plan as it is for the properties on the Fitties. Nothing in recent years has been done by the council to prevent this happening again on the fitties, so to build more properties in the same area sounds ludicrous.

Many people in the area chose to live here because it is quiet and peaceful with friendly locals and for being out of the centre of Cleethorpes resort. Many are elderly and have retired. Please give some consideration to these people, the wildlife, the local residents of Cleethorpes and Grimsby and what they would like.

Thank you

# Comments for Planning Application DM/1109/22/FUL

## Application Summary

Application Number: DM/1109/22/FUL

Address: Former Pleasure Island Theme Park Kings Road Cleethorpes North East Lincolnshire DN35 0PL

Proposal: Demolition and removal of all existing buildings and structures on site, alteration to existing access from Kings Road and formation of new points of access from Kings Road and Meridian Road, installation of hardstanding bases to accommodate up to 272 holiday lodges with associated parking, access roads, servicing, hard and soft landscaping and erection of ancillary holiday resort buildings; erection of 2 x hotels, restaurants and cafes, a leisure unit, 2 x retail units (one with garden centre) and drive thru coffee unit all with car parking, access roads, servicing areas, hard and soft landscaping; and use of the existing lake for fishing

Case Officer: Cheryl Jarvis

## Customer Details

Name: Mr Michael Parsons

Address: Fairway Court Cleethorpes

## Comment Details

Commenter Type: Neighbour

Stance: Customer objects to the Planning Application

Comment Reasons:

Comment:

Although I do agree with some aspects of the development, there are two areas of the proposal that I strongly object to.

1. The Hotel overlooking our properties
2. The New Proposed Roads

### HOTEL - LOSS OF PRIVACY'

My family has been in Fairway Court since it was built in the 1970s and when Kings Road was a dirt track. In those 50 years, permanent night-time dwellings have never been built nor allowed. Building a multi-story hotel directly behind our properties will cause a loss of privacy. This is just common sense, unacceptable and for this reason should not be allowed.

Based on the development plans, it mentioned it's a 4-storey hotel, when in truth, it's a 6-storey establishment, with the casino below being at least the equivalent of two floors.

We have not had any issues with previous businesses except for when Pleasure Island were required to move an intrusive ride- 'The Parachute Drop' which overlooked us and caused a loss of privacy. This has surely set a precedent on tall structures overlooking our properties.

We're not against progress, but ask that you please adhere to a precedent that has previously been established.

#### 'NEW ROAD - LIGHT POLLUTION'

The development proposal is 24/7 with cars & Heavy Goods Vehicles arriving and leaving at all hours of the evening/early morning. As Pleasure Island closed around 6pm every day, it has never affected us into the evening and through the night.

Vehicles leaving the newly proposed service road behind our properties will shine headlights directly into our bedroom windows during the night.

#### 'NEW ROAD - INCREASED ACCIDENTS'

Kings Road and its pathways get EXTREMELY BUSY during the summer months, with families and young children, I hope this has been taken into consideration.

We have already had a car plough into a neighbour's garden seconds after she had been sitting there, and this is before any new development with increased traffic etc.

#### 'HOTEL/NEW ROAD - SOUND POLLUTION/REPORT'

This sound report of the development says that the site movement will be 24/7, so with that in mind.

Noise report - 6.6.3;

"During the night time period, the impact at the closest receptors (neighbours), both existing and proposed, is Low, when taking into consideration the peak hour from a worst-case Saturday daytime period and the representative measured background noise level over a weekend period. Due to the residual road traffic noise level in the locality, noise associated with the proposed development may be noticeable at the closest receptors (us), but not such that there is a perceived change in behaviour or attitude to the receptor."

I was an audio engineer for 8 years, so let's dissect this.

1. They took the busiest day/time on Kings Road and classified their impact as Low. I'd like to see them take measurements on a weekday evening when it's very quiet, I'm sure the impact would be Moderate. What should have been taken is an AVERAGE AUDIO LEVEL. The claimed impact is inaccurate at best and deceiving at worst.

2. In the evening summer months when we NEED to open our windows due to the sweltering heat (like last year), we will have to endure car doors slamming, braking vehicles, pedestrian noise, heavy-goods vehicle delivering and more all through the night, 24/7, past 6.00pm (which has always been the cut off). How can that not have a "perceived change in behaviour or attitude to the receptor" (us) as claimed? I can tell you without a doubt, it will change our behaviour and have a significant impact.

3. As it stands, I've seen nothing on evening pedestrian pollution. We already suffer occasional exuberant and loud revellers along Kings Road. If a casino or a bar, right behind our properties, is

open 24/7, how much noise will we have to endure? Has pedestrian noise pollution been taken into account? Depending on distance, a yelling voice can reach 80 or 90 decibels which is VERY LOUD for an evening, far exceeding the 30 decibels claimed in this document. The audio impact statement would say Moderate to High, which is a clear breach and unacceptable.

4. How can a filter-road with queueing traffic not affect us late into the evening during the summer months when we want to open our windows? I can tell you now, the, "No perceived change in behaviour or attitude from the receptor (us)" statement is INACCURATE. It will affect us and change our behaviour. It's common sense!

A simple solution would be to remove the hotel and road from the current plans or move them away from our properties. If there was no new filter-road being considered directly behind our properties, vehicles would have to use existing entrances, reducing fume & noise pollution around us.

I hope you take into consideration not only the choices being made for this development, but the loss of privacy incurred by the immediate neighbours, let alone an 8-year construction.

If these issues can be addressed, I would have no further objection.

Thank you.

Micky Parsons

27 Fairway Court

**From:** Katie Teakle  
**Sent:** 23 April 2026 19:27  
**To:** Planning - IGE <planning@nelincs.gov.uk>  
**Subject:** Fwd: PLEASURE ISLAND PLANNING APPLICATION

**PLEASE ACCEPT this amended submission and ignore the previous earlier two...my i pad jumped and the email was sent before edited.**

Sent from my iPad

Begin forwarded message:

**From:** Katie Teakle  
**Date:** 23 April 2026 at 19:23:06 BST  
**To:** [planning@nelincs.gov.uk](mailto:planning@nelincs.gov.uk)  
**Subject:** PLEASURE ISLAND PLANNING APPLICATION

Your portal is down so need to submit this OBJECTION via email  
Miss Katherine Teakle  
4 Queens Parade  
Cleethorpes  
DN35 0DF

Resident and objector to this application.  
This land has been and is, a long term amenity site and registered as such.  
No other development of this magnitude has taken place on the estuary side of the Kingsway Road.  
We have enough caravans and enough supermarkets.  
This site is plum perfect for recreation and leisure facilities for visitors and locals alike.  
It is now re-wilded with a summer resident Cuckoo, and much else besides.  
The low lying nature of the land makes it of significance ecologically as it is SSI confluent, yet problematic as a flood risk  
Instead we have Lidl optimising the site commercially with little or no regard for what is actually wanted and needed.  
Local businesses will NOT benefit from this whatsoever.....profitable monies made go out of town.  
The entrepreneurs involved in the caravan plans are indicative of the moral and ethical malaise seeping into developments. The Fitties has been part of this avaricious land-asset grab. The track record for completion and delivery of a quality product on other building sites has not matched Investors expectations.  
NO ONE HAS THE COURAGE TO CALL THEM OUT.  
There needs to be recreational offsetting factored in...and it has not been.  
Cleethorpes deserves better...instead of being rolled over and played yet again.

Sent from my iPad

# Comments for Planning Application DM/1109/22/FUL

## Application Summary

Application Number: DM/1109/22/FUL

Address: Former Pleasure Island Theme Park Kings Road Cleethorpes North East Lincolnshire DN35 0PL

Proposal: Amended Plans and Description for demolition and removal of all existing buildings and structures on site, alteration to existing access from Kings Road and formation of new points of access from Kings Road, installation of hardstanding bases to accommodate up to 272 holiday lodges with associated parking, access roads, servicing, hard and soft landscaping (including creation of outdoor activity space), replacement bridge over buck beck and erection of ancillary holiday resort buildings, erection of 2 x hotels, restaurants and cafes, a leisure unit (size increased), 2 x retail units (one with garden centre) and drive thru coffee unit all with car parking, access roads, servicing areas, hard and soft landscaping and use of the existing lake for fishing with associated erection of angler hub (see cover letter Jan 25 for detailed breakdown). Amended Information June 25 - Retail and Leisure Study, Sequential Test, FRA, NPPF Note and HRA.

Case Officer: Cheryl Jarvis

## Customer Details

Name: Miss Katherine Teakle

Address: 4 Queens Parade Cleethorpes DN35 0DF

## Comment Details

Commenter Type: Member of the Public

Stance: Customer objects to the Planning Application

Comment Reasons:

Comment: This site has naturalised over nearly a decade....an AMENITY leisure designation for the community and visitors.

There is a cuckoo that nests here every year.

The complex is adding unnecessary holiday cabins...we already have thousands of them in the town. Please look at Rhyl...an outstanding natural coastal landscape destroyed by endless statics. We need this site to do what it has always done, offer activities and entertainment.

Our beautiful seascape is being plundered by greedy business men with little or no return to the area...AI is ensuring that. All profits going out of town. We are well provided already with accommodations. What is not so well featured is something for folk to do, to discover, to entertain, to engage. The plan is lacklustre and certainly not for the betterment for the resort, its population or it's visitors. The low lying nature of the acreage makes it prone to flooding..it has happened several times in recent history. To see trees saved and landscaping the MAIN priority would be respectful and considerate. But given the players involved, the wildlife will be decimated and our visitor from Africa made homeless.

# Comments for Planning Application DM/1109/22/FUL

## Application Summary

Application Number: DM/1109/22/FUL

Address: Former Pleasure Island Theme Park Kings Road Cleethorpes North East Lincolnshire DN35 0PL

Proposal: Demolition and removal of all existing buildings and structures on site, alteration to existing access from Kings Road and formation of new points of access from Kings Road, installation of hardstanding bases to accommodate up to 272 holiday lodges with associated parking, access roads, servicing, hard and soft landscaping (including creation of outdoor activity space), replacement bridge over buck beck and erection of ancillary holiday resort buildings, erection of 2 x hotels, restaurants and cafes, a leisure unit (size increased), 2 x retail units (one with garden centre) and drive thru coffee unit all with car parking, access roads, servicing areas, hard and soft landscaping and use of the existing lake for fishing with associated erection of angler hub (see cover letter Jan 25 for detailed breakdown). Amended Information June 25 - Retail and Leisure Study, Sequential Test, FRA, NPPF Note. Amended Plans for Coffee Unit Feb 26 and Amended HRA March 26

Case Officer: Cheryl Jarvis

## Customer Details

Name: Mr Robin Taylor

Address: 86, Humberston Fitties Humberston DN364EU

## Comment Details

Commenter Type: Neighbour

Stance: Customer objects to the Planning Application

Comment Reasons:

Comment: There appears to be little, if any, reference to the presence of bats at the existing site, both within the buildings and trees around the site. This is especially true of the area north of Buck beck.

Surely a full survey should be carried out to verify or otherwise that species of fauna? I have witnessed them during warmer months.

While I appreciate the merits of employment of a (PT) clerk of works, followed by a warden, for the lifetime of the lodges, I can imagine this persons role being diminished/removed once cash becomes tight!

# Comments for Planning Application DM/1109/22/FUL

## Application Summary

Application Number: DM/1109/22/FUL

Address: Former Pleasure Island Theme Park Kings Road Cleethorpes North East Lincolnshire DN35 0PL

Proposal: Demolition and removal of all existing buildings and structures on site, alteration to existing access from Kings Road and formation of new points of access from Kings Road, installation of hardstanding bases to accommodate up to 272 holiday lodges with associated parking, access roads, servicing, hard and soft landscaping (including creation of outdoor activity space), replacement bridge over buck beck and erection of ancillary holiday resort buildings, erection of 2 x hotels, restaurants and cafes, a leisure unit (size increased), 2 x retail units (one with garden centre) and drive thru coffee unit all with car parking, access roads, servicing areas, hard and soft landscaping and use of the existing lake for fishing with associated erection of angler hub (see cover letter Jan 25 for detailed breakdown). Amended Information June 25 - Retail and Leisure Study, Sequential Test, FRA, NPPF Note. Amended Plans for Coffee Unit Feb 26 and Amended HRA March 26

Case Officer: Cheryl Jarvis

## Customer Details

Name: Miss Laretta McKinnon

Address: 101 First Main Road, Humberston Fitties, Humberston Fitties Humberston Fitties Cleethorpes DN364EZ

## Comment Details

Commenter Type: Member of the Public

Stance: Customer objects to the Planning Application

Comment Reasons:

Comment: Why on earth does Cleethorpes need more accommodation and a shop? This would be an ideal opportunity to build a fantastic, world class sporting and leisure facility to attract children and their parents to the area. Please think about the future of Cleethorpes before sanctioning this blot on the landscape!!

# Comments for Planning Application DM/1109/22/FUL

## Application Summary

Application Number: DM/1109/22/FUL

Address: Former Pleasure Island Theme Park Kings Road Cleethorpes North East Lincolnshire DN35 0PL

Proposal: Demolition and removal of all existing buildings and structures on site, alteration to existing access from Kings Road and formation of new points of access from Kings Road, installation of hardstanding bases to accommodate up to 272 holiday lodges with associated parking, access roads, servicing, hard and soft landscaping (including creation of outdoor activity space), replacement bridge over buck beck and erection of ancillary holiday resort buildings, erection of 2 x hotels, restaurants and cafes, a leisure unit (size increased), 2 x retail units (one with garden centre) and drive thru coffee unit all with car parking, access roads, servicing areas, hard and soft landscaping and use of the existing lake for fishing with associated erection of angler hub (see cover letter Jan 25 for detailed breakdown). Amended Information June 25 - Retail and Leisure Study, Sequential Test, FRA, NPPF Note. Amended Plans for Coffee Unit Feb 26 and Amended HRA March 26

Case Officer: Cheryl Jarvis

## Customer Details

Name: Ms Lisa Cutting

Address: 324A Humberston Fitties Humberston DN36 4HA

## Comment Details

Commenter Type: Member of the Public

Stance: Customer objects to the Planning Application

Comment Reasons:

Comment: Habitats Regulations Assessment Issues

The HRA report acknowledges the requirement to assess the project in combination with other plans or projects, but there is no dedicated section or table listing the specific planning applications considered for cumulative effects. It notes that the development has the potential to contribute to cumulative impacts without detailing other nearby developments.

The report concludes that the site provides no functional land for SPA species but does not appear to provide a detailed bird survey of the site's interior during the spring or autumn periods, instead it focuses on non-breeding wintering birds.

Mitigation includes a no dog policy for the holiday park and hotels but the project is a mixed-use development including retail units and a drive-thru coffee unit. It is unclear how dogs will be restricted from these commercial areas which are open to the public and could still lead to

increased dog walking on the adjacent foreshore.

The site is proposed for closure between November 1st and March 14th. While this protects wintering birds, it does not account for late-staying wintering birds or early spring migrating birds that use the Humber Estuary and often remain into late March and April.

The report places emphasis on an extant permission from 2004 for 100 lodges with no seasonal restrictions. While this may be a fallback position, the HRA must still assess the impact of the current, much larger proposal of up to 272 lodges plus hotels and retail rather than just comparing it to the fallback.

The Humber Estuary is important for Golden Plover. This species is well-known for using inland grassland and brownfield sites for roosting and foraging. The report mentions that the site is considered unsuitable for SPA species generally, but does not provide a species-specific analysis of why Golden Plover would not use this area.

This planning application cannot proceed until these issues are addressed.

# Comments for Planning Application DM/1109/22/FUL

## Application Summary

Application Number: DM/1109/22/FUL

Address: Former Pleasure Island Theme Park Kings Road Cleethorpes North East Lincolnshire DN35 0PL

Proposal: Demolition and removal of all existing buildings and structures on site, alteration to existing access from Kings Road and formation of new points of access from Kings Road and Meridian Road, installation of hardstanding bases to accommodate up to 272 holiday lodges with associated parking, access roads, servicing, hard and soft landscaping and erection of ancillary holiday resort buildings; erection of 2 x hotels, restaurants and cafes, a leisure unit, 2 x retail units (one with garden centre) and drive thru coffee unit all with car parking, access roads, servicing areas, hard and soft landscaping; and use of the existing lake for fishing

Case Officer: Cheryl Jarvis

## Customer Details

Name: Miss Sarah Wood

Address: 263 Antonys bank Cleethorpes

## Comment Details

Commenter Type: Neighbour

Stance: Customer objects to the Planning Application

Comment Reasons:

Comment: Is this application the most suitable use for this site. More caravans? Thorpe Park/Pearl holiday park have extended massively and Thorpe Park is in the process of extending their entertainment facilities.

The appearance of yet more caravans on the shoreline is going to spoil the natural ambiance of the area.

The increase of traffic with Thorpe Parks extensions, is already causing congestion at the Beacholme Round-a-bout. Especially on Mondays, which is change over day. Further increases of traffic will put pressure on the existing road structure in and around the town, impacting on residents going around their daily life. Especially bus routes.

The increase in traffic pollution will have an impact on the wildlife within the conservation areas of the salt March, general wild life, and the health of the residents.

The increase in traffic is going to increase the noise within the area. Can the current path ends and walkways cope with an increased foot fall/

Has it been determined that there is a demand for more caravan occupation?

Cleethorpes doesn't have an abundance of attractions for tourists.

Whilst I am in favour of the site to be developed, other options could be a better use within this space, that would benefit residents and tourists.

For example.

An extended wild life park and nature complex

An outside adventure complex

A park and ride area to ease parking within the area.

Date 6<sup>th</sup> October 2023

Development Management Services – Planning,  
North East Lincolnshire Council,  
New Oxford House, 2 George Street,  
Grimsby, North East Lincolnshire, DN31 1HB

RE: Planning Application –DM/1109/22/FUL  
(Pleasure Island)

Sirs,

I object to the amended plans for the Pleasure Island application, reference DM/1109/22/FUL on the grounds it does not address my original objection to the previous plans for this site.

This is not just another decision to be made, for the application contravenes existing policy.

To gain consent the applicant requires a change of public policy and not merely planning approval. This places the authority as a party to the transaction.

Neither is this application about flood risk alone.

This is an application where consent would set a precedent with far reaching ramifications for Cleethorpes tourism and further planning control.

The application is a gross misrepresentation when claiming to be a holiday village. This is a backdoor attempt to gain residential consent which might not otherwise be given. It is also the case that Lidl is applying for food retailing consent already denied to nearby Meridian Point.

Parts of the site have previous consent for year-round occupation of caravans. The application here is for chalets which are not caravans. Caravans can be moved, chalets cannot. Additionally, the site has no previous status for retail or residential usage having been given to leisure use only. This is an application for a fundamental change of use.

Should year-round consent be given for part of the site it becomes residential in all but name. It would remove at a stroke using flood risk as a planning constraint.

Any chalets on the site with seasonal restrictions imposed would then undoubtedly apply for year-round consent too (most certainly granted on appeal if denied on application) if other parts of the site have year-round consent.

This would set a precedent that profoundly impacts the neighbouring sites and ventures.

The Fitties tenants are likely to demand similar year-round occupancy (they number around the same as this application). It should be noted the committee is receiving an increasing number of applications from Fitties tenants for complete rebuilds when this is a designated conservation area. These rebuilds, though of timber, dispense with the previous flat roof in favour of a pitched roof with void. This readies the structure for a dormer room in future when another rebuild is likely to be of bricks and mortar.

Meridian Point is likely to demand food retailing consent (which will again be given on appeal if denied on application). In which case it is highly likely Tesco would move onto Meridian Point as they usually oppose Lidl stores.

It should be noted that both Thorpe Park (Bourne Leisure) and the Beachcomber (Away Resorts) are now owned by private equity interests who generally seek to sell on. Having these sites surrounded by residential development (the Fitties/Pleasure Island) might lead these also seeking similar consent.

Consent for year-round occupancy is residential development when chalets are sold freehold as is proposed with this application.

Should seasonal residence restrictions be imposed on the whole site it is likely the applicant will appeal on the grounds part of the site has prior consent for year-round occupancy and might well win an appeal when relying on favourable environment agency reports.

This application is about one issue alone – the setting of a precedent for year-round and therefore residential occupation of a prime tourist location and damage to the seaside economy of Cleethorpes.

Should this application be rejected by the committee it is highly unlikely the decision might be reversed on appeal. Consent would have far reaching ramifications no seaside resort should give to an application of this nature on finite foreshore real estate.

I append my original objection below:

I object to the above application on the grounds it is for retailing and residential use alone and not the leisure and tourism it purports to be.

No seaside resort would consent to an application of this nature on prime foreshore real estate so close to the seafront and previously given to leisure usage.

Moreover, this application contravenes existing development plans for the area and has public right of way issues. How this application has ever seen the light of day requires explanation.

For consent to be given to this application a reversal of public policy by the authority is required. This would be unusual when this is a private initiative and not a public one sponsored by NELC.

This application is for a fundamental change of use and lacks any commercial or developmental credibility. It is nothing more than a speculative exercise in Lidl's quest for expanding its estate and one of many such.

Consent to this application will have far-reaching ramifications to existing and future applications and will set a planning precedent that will undermine the tourist economy of Cleethorpes.

The reported agent for this application is Lichfield's. It appears most likely these are representing Lidl alone.

Also mentioned is YPG Projex Ltd as architects which uses the business address of Ming Yeung's YPG company in Liverpool though the public record shows it owned by another and not Ming Yeung.

The justification offered by Lichfield's for the choice of this site is wholly specious and unworthy of the reputable professionals I know them to be. The Ramsdens site cannot ever have been under serious consideration being so close to the Aldi merely yards away. Lidl does not go head-to-head with Aldi in locating real estate. The paucity of suitable sites for food retailing is long established in Cleethorpes – there are none, otherwise Cleethorpes would already have them.

It is also curious Lidl are considering this site when the demographics of the catchment differs markedly from their other local stores. The Pleasure Island site is located in a more affluent electoral ward than their two other local stores and doesn't easily sit with their established customer base.

It seems highly improbable this application is the consortium bid it portrays itself to be with four parties mentioned by Lichfield's.

The application is therefore presented as one when it is in effect two separate applications - one from Lidl to build a supermarket and another from a different party for consent to build residential units.

This is supported by drawings for the Lidl store and retailing being produced by a company working for Lidl (SMR) while the remainder of the drawings (hotel, chalets, etc) are produced by YPG Projex which is part of Lidl's partner in this application.

It appears Lidl has no involvement in aspects of this application other than the supermarket and this raises the issue of how this application is being funded if it is to materialise.

The likelihood is that we have a development of a supermarket by Lidl through the purchase of the required land on this site from the other parties to this application.

This is likely projected to fund the development of the residential units in this application.

It appears any hotel, leisure unit, or other retail units mentioned in this application are only ever likely to be built using the same Lidl formula – they buy land from the other party to this application and construct themselves.

The parties to this application (other than Lidl) appear only interested in residential development of this site. It also requires mentioning they appear insufficiently funded to complete a transaction of this reported size.

This is very clearly an underhand application to build a supermarket on a site where consent would be refused by presenting this application as a leisure development along the lines of 'Center Parcs'. It is nothing of the kind and is not a tourist development.

Using the phrase (as the applicant has) 'Centre Parcs by the sea' is wholly misleading and this linkage is a cause for concern as the Centre Parks company has no connection to this application.

Centre Parcs are self-contained resorts offering accommodation and amenities for leisure and recreation. They command a much larger acreage than the Pleasure Island site. They are holidays offered on a package basis. The company operating these sites solicits its own tourist clientele.

Aldi has already been warned off any development on the nearby Meridian Point site (which does not have food retail consent) and here we have yet another food retailing application on a prime foreshore site even closer to the seafront.

Should consent be given to this application it is likely the Meridian Point development will submit an application along similar lines for food retailing. An opportunity then presents itself for Tesco to open another spoiler Express store (as it has with the Market Hotel site in Grimsby close to a Lidl store) to damage the economy of this proposed Lidl site.

The siting of a food retailer/supermarket next to the 'beck' is just ridiculous when the area has witnessed tidal inundation in the past. The site is a known flood risk and unsuited to year-round occupation.

It is also irresponsible for this application to include two lakes which torrential downpours might overtop and flood the site down to the 'Beck' where the supermarket is projected to locate.

The 'coup de grace' of this application is the intensive development of the site with the proposal for 272 lodges (which means in translation 'chalets'). This is clearly a residential development.

These are unlikely to be built in this number other than on the instalment plan – a few at a time for the reason their sale is likely to be required to fund further building. The eight-year

construction cycle mentioned in the application endorses this view and is likely to be an understatement.

I cite the ridiculously slow development of the residential transformation of the former Birds Eye factory on Ladysmith Road and the prolonged presence of eyesore hoardings (also reported to involve this applicant).

It is preposterous a cycle hire facility is mentioned when the applicants should be aware residents are likely to be long term and vehicle users. It is utterly risible to include a twostorey cycle hire facility. This is one of the many exaggerated claims this application makes and appears intent to influence tourist claims for the application when none exist.

It is also instructive this number of units is very close to the number found on the Fitties.

Their size is also preposterous – reported in the press as 10 or 8 berths (translated into English this would mean 4 or 5 bedrooms). This would relate to a community of more than two thousand inhabitants. Even with four residents per chalet the number is around 1000. This is a significant influx for local public services to carry, not least of which would be school places.

Further press reports suggest the developer is seeking a sale price for each of these chalets of between £120k and £220k.

This places this development in a higher price band than many residential properties in the surrounding area and at a far higher level than it is credible can be sustained on the basis of Cleethorpes tourism.

The plots we are informed would be sold freehold. We would have owner occupied chalets with no apparent management of rental opportunity for tourist occupation (unlike the arrangements that exist at Thorpe Park).

The application mentions provision for a management centre. This appears merely a distractor giving the impression this is a holiday park being actively operated. This is hardly likely when the chalets are offered freehold and the asking price most likely out of range of any tourist Cleethorpes has ever seen. This management centre appears unlikely ever to be built or required.

This leaves open year-round usage by owner occupiers, notwithstanding any planning restriction limiting such occupation to a shorter period. If occupiers are paying council tax they are residents and not tourists.

This application is not for a tourist park as claimed but for a housing estate by another name.

Given the reported asking price purchasers are certain to use these chalets as their primary residence and not their secondary residence as a restricted consent for occupation would require.

It is preposterous to claim chalets in this price range would attract the tourist or the investor offering tourist lets. Any letting of such units is likely to be to locals on the basis of yearround occupancy.

This is not a merely incidental observation and reference should be made to this applicant's history in residential house building and renovations offered for sale only to be let due to a lack of buyers.

The nature of any such letting also gives rise to concerns when good tenants are in short supply while the problematic abound. Should letting to local homeless occupy the site the tourist economy of the surrounding operators is likely to be damaged.

It appears that part of the Pleasure Island site already has consent for caravans. However, a caravan (static or touring) is moveable whereas a chalet (or lodge) is fixed and is not. The two are separate and distinct and this application is seeking a fundamental change of use.

Should consent be given for year-round occupation of residential development on this site it is almost certain similar consents will have to be given for both the Fitties and eventually Thorpe Park.

Indeed, should these chalets be sold freehold and occupied as a primary residence it is certain a repeat of the Fitties debacle would follow and numerous planning applications for year-round occupation on adjacent tourist sites would follow.

Should these be granted the materials used in this initial construction will likely change to more traditional bricks and mortar and a fully-fledged residential estate will develop to consume the surrounding tourist estate.

Consent here would leave this site and the Fitties sandwiching both Thorpe Park and Pearl/Beachcomber sites.

Should Thorpe Park caravans become owner occupied as a result of consent of this application there would be nothing for Bourne Leisure to offer tourists under their Haven brand. The likely sale of the site to a residential developer would surely follow.

It should be noted both Thorpe Park and Pearl/Beachcomber are now owned by private equity investors and these often asset strip and sell on.

Should this be for residential development Cleethorpes would cease to be a tourist destination by reason of having little or no accommodation for conventional stays. There is no such thing as a day visitor only seaside resort - all resorts depend on visitor accommodation.

Of relevance to this application is another currently pending decision. This is reference DM/0778/22/FUL. This is for a new build on a vacant plot on the Fitties.

The agent differs to this application as does the applicant who is a local estate agent. This application has met with a number of fierce objections. However, the applicant here (Adrian Smith) has publicly expressed interest in constructing new build properties on vacant land on the Fitties estate.

There are further alarming parallels to be drawn with the Fitties experience.

Chalet valuations have risen to levels previous thought unlikely. The Land Register appears to show one chalet with a valuation of £220k. Given the restricted occupancy of the site this is

eyewatering. A few other chalets are close to the £200k mark and this is likely to be connected to a number of recent planning applications for demolition and rebuilding (despite the area being designated as Conservation).

The difficulty here is explaining these high valuations in the absence of discernible excess demand forcing up prices. There are very few registry transactions on the Fitties estate.

This leaves a number of open questions: Who are the buyers at these inflated valuations? Are these transactions contrived on the basis of cost of construction rather than market value determined by demand?

A 148-bed hotel would be the largest in the area. It is clearly intended for the business guest and unlikely to offer any advantage to the tourist industry on which Cleethorpes depends unless it markets to tour operators (the largest of which has recently failed) and this appears not to be the case. The claim is made that 318 full time jobs would be created in this aspect alone. This is entirely unsubstantiated.

No operator of this hotel is named (and is likely to be difficult to find with a Premier Inn so close) and we are informed through the press that this hotel would serve the sub-contractor (who usually lodge on Isaacs Hill) and is hardly indicative of either an up-market establishment or of serving the tourist.

It is unlikely ever to be built and only intended to disguise the true intent of the application which appears to be consent for a supermarket and residential development and nothing more. To compound matters this application seeks consent for a further 74 hotel beds in a second hotel.

Their purpose appears to be to create a space in the proposal for later usage for further retailing. A likely application for a consent variation would follow and it is disturbing press reports already cite Home Bargains as an interested party. It is likely any garden centre mentioned in this application would solely consist of a shelf or two within the Home Bargains store.

Should Home Bargains build on this site it is likely to impact The Original Factory Shop on Meridian Point. The two do not usually go head-to-head as the Factory Shop generally seeks niche locations to avoid direct competition.

The notion this hotel incorporates a casino is just ridiculous. The likelihood of Cleethorpes being granted a casino license lies somewhere between 'non-existent' and 'No way Jose'. It is one of the many distractors inserted into this application to improvise credibility where none exists.

Costa Coffee is mentioned and a drive through facility established. This like many of the claims in this application appears unsubstantiated. It appears reasonable to assume the funding and actual construction of any such facility would be solely at Costa's expense and not the applicant. A Starbucks site is already in place at the nearby Meridian Point.

Mention is made in the application of a food hall offering flexible space for pop-up food and drink operators. This is a circuitous and disingenuous disguising of indoor market stalls

unlikely to generate substantial tourist revenues. It does not sit well with the hotels and the claims made for them which include a 'traditional' restaurant. It is just ridiculous to site an indoor market next to a hard discounting food retailer as Lidl is.

Mention is made of a leisure unit. The accompanying statements indicate this is likely to be an amusement arcade. It is a further example of a distractor seemingly intended to persuade planners this is something other than what it actually is. It offers the tourist nothing and requires finding an operator.

These glaring mismatches betray the woeful intellectual inadequacies of the entire application. Distractors abound clearly giving the impression this application is a tourist development when it very certainly is not.

The claims for employment numbers are presented unsubstantiated and do not appear based on operator experience – other than Lidl no operator is named.

The construction of the supermarket will carry short term opportunities, but there appears no likely development of the rest of this application without other parties funding and carrying out construction themselves. This leaves chalet construction which is likely to be small scale and offering few employment opportunities. This is likely to be where the eightyyear construction cycle is directed.

Further specious claims are made on the value to the public purse this application would offer. There is no visible evidence of the basis for these claims and no mention of the likely outgoings the authority would incur. The scale of the residential development is likely to incur school places with residents using the development as a primary home and not a secondary home.

It is illuminating this application has seemingly come from those with local connections.

Seaside Getaways Ltd uses the Liverpool business address of Ming Yeung who is listed as a director along with Adrian Smith whose other business interests operate from local (NELincs) addresses. However, Ming Yeung appears not to have a financial interest in the company and is not listed as a shareholder at Companies House. The shareholders are listed as Adrian Smith and a Latvian national. This company appears to have no employees and its capital is £100. This is hardly sufficient funding for a project of this reported size (variously given as between 50 and 100 million, though now given without any substantiation as £65.9 millions). It is also the case the company was subject to a compulsory striking off order at Companies House though this was later rescinded.

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The use of Mr. Yeung's interests (when he appears not to be financially involved in this project) appear to influence credibility for an application woefully flawed and unworthy of consideration.

It also requires mentioning Mr Yeung's main business vehicle reportedly collapsed with debts around seven million pounds. It is impossible to imagine the source of funding for a project of this reported size.

Furthermore, the public record appears to show the Pleasure Island site was acquired through the purchase of Dewarsavile Enterprises Ltd which was set up by the previous owner and which operated Pleasure Island. Initially ownership of this company was filed as Clearance Expert Ltd (another Adrian Smith owned company).

The company is now showing the sole shareholder as Church Lane Humberston Ltd which is wholly controlled by Adrian Smith and which appears to have sustained financial losses shown in the last accounts.

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Additionally, using the names of prominent national businesses as prospective tenants (as the applicant reportedly has) in support of this application appears misleading.

It is likely the applicant does not have any firm undertaking from any of the firms so mentioned that commit to this proposal without the consent this application seeks.

Public statements from the applicants claim the Pleasure Island site was purchased for a low six figure sum.

It is more likely to be a considerably lower figure as the site was extensively asset stripped by the previous owner and there would surely be a need to eliminate any continuing financial exposure. Not least of which would be the site's deteriorating condition. The site also lacked planning consent other than for tourism. Had retail consent for this site been thought feasible it would surely have been submitted by the previous owner.

It should be noted there is no public evidence the previous owner made sufficient efforts to dispose of the business as a going concern.

Also conspicuous by its absence is public evidence of any NELC intervention unlike in 2010 when a sudden closure of the site incurred a NELC response.

The granting of consent here will increase the site's value into the seven-figure bracket without any work being done by the applicant.

Such a lucrative windfall would be accompanied by an even larger return should the proposed residential chalets be sold at the prices announced.

In addition, it appears much of the remaining site would be sold to other parties rather than developed by the applicant further adding to this lucrative windfall and without requiring substantial applicant funding.

The present eyesore status of the site is indicative of known developer stratagems whereby a site is left to fall into decay in the hope planners will grant any consent just to remove the eyesore. It is pertinent to point out other authorities might well have issued an enforcement order by now to clean up the site.

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These positive conclusions for the application conflict with the negative public responses published locally in the press and this requires explanation. In the light of the brevity of some of the supportive comments on the Planning Portal their probity is open to question. This is indicative of a concerted attempt to influence public responses in the applicants favour and requires both investigation and explanation. It raises the possibility such comments were solicited and not independently offered.

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This application is merely a cynical attempt by Lidl to obtain consent of a highly contentious nature, on a site never given to retail development, by reason of disguising their true intent with an implausible scheme lacking credible partners.

The gross implausibility of this application renders it highly unlikely any hotel, or structure other than residential chalets and further retail units, will ever be developed leaving open a massive house building undertaking on prime foreshore real estate.

It is astonishing a company of Lidl's standing should be party to this when it is seemingly the work of one individual whose public business record appears to show is insufficiently funded for a scheme of this dimension and seemingly has no previous experience of this nature. They should not be lining the pockets of one individual with a get rich quick scheme that would damage Cleethorpes tourism should this site be lost to it.

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I repeat, no seaside resort would grant consent of this nature on such an important site for tourism on which the resort's economy depends.

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This application is for a private initiative, yet consent requires a change of public policy which can only be with the consent of the political leadership at NELC.

The question has to be whether NELC place the public interest above private and commercial interest.

The decision on this application will be seen by Cleethorpes residents as a monumental statement by the authority of its commitment to the town as a civic entity and its status as a tourist destination and seaside economy.

The domino effect is all too evident should consent for this application be given.

I object to this application as a member of the public. It should be refused consent and dismissed out of hand.

Gerry Walker

58 Elliston Street

Cleethorpes DN35

7HU.

Date: 11th September 2024

Development Management Services – Planning,  
North East Lincolnshire Council,  
Municipal Offices, Town Hall Square,  
Grimsby, North East Lincolnshire, DN31 1HU

RE: Planning Application –DM/1109/22/FUL  
(Pleasure Island)

Sirs,

I object to the amended application on the grounds it is for retailing and residential use alone and not the leisure and tourism it purports to be and make the following observations:

1. Consent for this application would set a precedent with far reaching ramifications for Cleethorpes tourism and planning control.
2. This application is for two separate proposed developments and not the single development it purports to be. Lidl appears not to be funding the entire development – only their own store and associated retailing. It is opportunistic for Lidl to attempt to gain planning consent by the device of using another development for a site where their own application alone would be unlikely to succeed.
3. This application describes a tourist holiday park which is a gross misrepresentation to disguise the fact this is a residential development in every respect. The developer proposes to sell the freehold of each unit at prices that preclude other than owner-occupation that would be all year-round (notwithstanding any planning constraints).
4. The Kings Road (Pleasure Island) site is unsuited to retail development. On the opposite side of the road the Meridian Point development has seen the recent vacating of the 'Leading Labels' store. This alone undermines the original rationale of the development. It leaves 'The Original Factory Shop' as the only other retail unit. This retailer seeks niche locations that are unopposed and is likely to also vacate the site should the proposed (in this application) 'Home Bargains' store be developed nearby.
5. It is likely that Tesco (who have already made submissions in respect of this application) would seek to oppose any Lidl development on the Pleasure Island site. They have previously opposed the Lidl store on Cromwell Road Grimsby by siting an Express (convenience store) at the former Market Hotel. The Meridian Point site now having a vacant unit that would be large enough for a mid-sized store (not convenience) is likely to attract Tesco. Meridian Point does not appear to have consent for food retailing, though

any such application denied consent is likely to succeed on appeal should Lidl be permitted to open on the Pleasure Island site.

6. Any restricted consents (should this application succeed) on the extent of annual occupancy for the residential part of this application is likely to be subject to a future application for a variation. Should any application for variation to extend the occupancy to year-round be denied it is likely to succeed on appeal when part of the site already has consent for year-round occupancy (though not for permanent fixtures as chalets are).
7. The ramifications for this application being given consent are far reaching. It is likely that Fitties tenants would seek all-year occupancy if this is given to the Pleasure Island site. Furthermore, the likely domino effect might extend to Thorpe Park (now Haven Cleethorpes) and the adjacent Beachcomber (now Pearl Cleethorpes). Both are now owned by private equity interests who generally seek to sell on and leverage asset value. Should the Pleasure Island site have year-round residential consent it is likely both these tourist parks will seek similar. This is likely to ultimately lead to the whole of the tourist accommodation offer that Cleethorpes has being lost to full scale residential development. Blackstone (the US owner of Bourne Leisure) has already sold the freeholds of the three Butlins sites to institutional investors before disposing of that operation itself. Should the freeholds of the Haven and Pearl sites be disposed of in this same manner it is highly likely they would interest a future residential developer.

In further support of my objections, I repeat below my original submission;

No seaside resort would consent to an application of this nature on prime foreshore real estate so close to the seafront and previously given to leisure usage.

Moreover, this application contravenes existing development plans for the area and has public right of way issues. How this application has ever seen the light of day requires explanation.

For consent to be given to this application a reversal of public policy by the authority is required. This would be unusual when this is a private initiative and not a public one sponsored by NELC.

This application is for a fundamental change of use and lacks any commercial or developmental credibility. It is nothing more than a speculative exercise in Lidl's quest for expanding its estate and one of many such.

Consent to this application will have far-reaching ramifications to existing and future applications and will set a planning precedent that will undermine the tourist economy of Cleethorpes.

The reported agent for this application is Lichfield's. It appears most likely these are representing Lidl alone.

Also mentioned is YPG Projex Ltd as architects which uses the business address of Ming Yeung's YPG company in Liverpool though the public record shows it owned by another and not Ming Yeung.

The justification offered by Lichfield's for the choice of this site is wholly specious and unworthy of the reputable professionals I know them to be. The Ramsdens site cannot ever have been under serious consideration being so close to the Aldi merely yards away. Lidl does not go head-to-head with Aldi in locating real estate. The paucity of suitable sites for food retailing is long established in Cleethorpes – there are none, otherwise Cleethorpes would already have them.

It is also curious Lidl are considering this site when the demographics of the catchment differs markedly from their other local stores. The Pleasure Island site is in a more affluent electoral ward than their two other local stores and does not easily sit with their established customer base.

It seems highly improbable this application is the consortium bid it portrays itself to be with four parties mentioned by Lichfield's.

The application is therefore presented as one when it is in effect two separate applications - one from Lidl to build a supermarket and another from a different party for consent to build residential units.

This is supported by drawings for the Lidl store and retailing being produced by a company working for Lidl (SMR) while the remainder of the drawings (hotel, chalets, etc) are produced by YPG Projex which is part of Lidl's partner in this application.

It appears Lidl is not involved in aspects of this application other than the supermarket and this raises the issue of how this application is being funded if it is to materialise.

The likelihood is that we have a development of a supermarket by Lidl through the purchase of the required land on this site from the other parties to this application.

This is likely projected to fund the development of the residential units in this application.

It appears any hotel, leisure unit, or other retail units mentioned in this application are only ever likely to be built using the same Lidl formula – they buy land from the other party to this application and construct themselves.

The parties to this application (other than Lidl) appear only interested in residential development of this site. It also requires mentioning they appear insufficiently funded to complete a transaction of this reported size.

This is very clearly an underhand application to build a supermarket on a site where consent would be refused by presenting this application as a leisure development along the lines of 'Center Parcs'. It is nothing of the kind and is not a tourist development.

Using the phrase (as the applicant has) 'Centre Parcs by the sea' is wholly misleading and this linkage is a cause for concern as the Centre Parks company has no connection to this application.

Centre Parcs are self-contained resorts offering accommodation and amenities for leisure and recreation. They command a much larger acreage than the Pleasure Island site. They are holidays offered on a package basis. The company operating these sites solicits its own tourist clientele.

Aldi has already been warned off any development on the nearby Meridian Point site (which does not have food retail consent) and here we have yet another food retailing application on a prime foreshore site even closer to the seafront.

Should consent be given to this application it is likely the Meridian Point development will submit an application along similar lines for food retailing. An opportunity then presents itself for Tesco to open another spoiler Express store (as it has with the Market Hotel site in Grimsby close to a Lidl store) to damage the economy of this proposed Lidl site.

The siting of a food retailer/supermarket next to the 'beck' is just ridiculous when the area has witnessed tidal inundation in the past. The site is a known flood risk and unsuited to year-round occupation.

It is also irresponsible for this application to include two lakes which torrential downpours might overtop and flood the site down to the 'Beck' where the supermarket is projected to locate.

The 'coup de grace' of this application is the intensive development of the site with the proposal for 272 lodges (which means in translation 'chalets'). This is clearly a residential development.

These are unlikely to be built in this number other than on the instalment plan – a few at a time for the reason their sale is likely to be required to fund further building. The eight-year construction cycle mentioned in the application endorses this view and is likely to be an understatement.

I cite the ridiculously slow development of the residential transformation of the former Birds Eye factory on Ladysmith Road and the prolonged presence of eyesore hoardings (also reported to involve this applicant).

It is preposterous a cycle hire facility is mentioned when the applicants should be aware residents are likely to be long term and vehicle users. It is utterly risible to include a two-storey cycle hire facility. This is one of the many exaggerated claims this application makes and appears intent to influence tourist claims for the application when none exist.

It is also instructive this number of units is very close to the number found on the Fitties.

Their size is also preposterous – reported in the press as 10 or 8 berths (translated into English this would mean 4 or 5 bedrooms). This would relate to a community of more than two thousand inhabitants. Even with four residents per chalet the number is around 1000. This is a significant influx for local public services to carry, not least of which would be school places.

Further press reports suggest the developer is seeking a sale price for each of these chalets of between £120k and £220k.

This places this development in a higher price band than many residential properties in the surrounding area and at a far higher level than it is credible can be sustained based on Cleethorpes tourism.

The plots we are informed would be sold freehold. We would have owner occupied chalets with no apparent management of rental opportunity for tourist occupation (unlike the arrangements that exist at Thorpe Park).

The application mentions provision for a management centre. This appears merely a distractor giving the impression this is a holiday park being actively operated. This is hardly likely when the chalets are offered freehold and the asking price most likely out of range of any tourist Cleethorpes has ever seen. This management centre appears unlikely ever to be built or required.

This leaves open year-round usage by owner occupiers, notwithstanding any planning restriction limiting such occupation to a shorter period. If occupiers are paying council tax, they are residents and not tourists.

This application is not for a tourist park as claimed but for a housing estate by another name.

Given the reported asking price purchasers are certain to use these chalets as their primary residence and not their secondary residence as a restricted consent for occupation would require.

It is preposterous to claim chalets in this price range would attract the tourist or the investor offering tourist lets. Any letting of such units is likely to be to locals based on year-round occupancy.

This is not a merely incidental observation and reference should be made to this applicant's history in residential house building and renovations offered for sale only to be let due to a lack of buyers.

The nature of any such letting also gives rise to concerns when good tenants are in short supply while the problematic abound. Should letting to local homeless occupy the site the tourist economy of the surrounding operators is likely to be damaged.

It appears that part of the Pleasure Island site already has consent for caravans. However, a caravan (static or touring) is moveable whereas a chalet (or lodge) is fixed and is not. The two are separate and distinct and this application is seeking a fundamental change of use.

Should consent be given for year-round occupation of residential development on this site it is almost certain similar consents will have to be given for both the Fitties and eventually Thorpe Park.

Indeed, should these chalets be sold freehold and occupied as a primary residence it is certain a repeat of the Fitties debacle would follow and numerous planning applications for year-round occupation on adjacent tourist sites would follow.

Should these be granted the materials used in this initial construction will likely change to more traditional bricks and mortar and a fully-fledged residential estate will develop to consume the surrounding tourist estate.

Consent here would leave this site and the Fitties sandwiching both Thorpe Park and Pearl/Beachcomber sites.

Should Thorpe Park caravans become owner occupied as a result of consent of this application there would be nothing for Bourne Leisure to offer tourists under their Haven brand. The likely sale of the site to a residential developer would surely follow.

It should be noted both Thorpe Park and Pearl/Beachcomber are now owned by private equity investors and these often asset strip and sell on.

Should this be for residential development Cleethorpes would cease to be a tourist destination by reason of having little or no accommodation for conventional stays. There is no such thing as a day visitor only seaside resort - all resorts depend on visitor accommodation.

There are further alarming parallels to be drawn with the Fitties experience.

Chalet valuations have risen to levels previous thought unlikely. The Land Register appears to show one chalet with a valuation of £220k. Given the restricted occupancy of the site this is eye-watering. A few other chalets are close to the £200k mark and this is likely to be connected to a number of recent planning applications for demolition and rebuilding (despite the area being designated as Conservation).

The difficulty here is explaining these high valuations in the absence of discernible excess demand forcing up prices. There are very few registry transactions on the Fitties estate.

This leaves a number of open questions: Who are the buyers at these inflated valuations? Are these transactions contrived on the basis of cost of construction rather than market value determined by demand?

A 148-bed hotel would be the largest in the area. It is clearly intended for the business guest and unlikely to offer any advantage to the tourist industry on which Cleethorpes depends unless it markets to tour operators (the largest of which has recently failed) and this appears not to be the case. The claim is made that 318 full time jobs would be created in this aspect alone. This is entirely unsubstantiated.

No operator of this hotel is named (and is likely to be difficult to find with a Premier Inn so close) and we are informed through the press that this hotel would serve the sub-contractor (who usually lodge on Isaacs Hill) and is hardly indicative of either an up-market establishment or of serving the tourist.

It is unlikely ever to be built and only intended to disguise the true intent of the application which appears to be consent for a supermarket and residential development and nothing more. To compound matters this application seeks consent for a further 74 hotel beds in a second hotel.

Their purpose appears to be to create a space in the proposal for later usage for further retailing. A likely application for a consent variation would follow and it is disturbing press reports already cite Home Bargains as an interested party. It is likely any garden centre mentioned in this application would solely consist of a shelf or two within the Home Bargains store.

Should Home Bargains build on this site it is likely to impact The Original Factory Shop on Meridian Point. The two do not usually go head-to-head as the Factory Shop generally seeks niche locations to avoid direct competition.

The notion this hotel incorporates a casino is just ridiculous. The likelihood of Cleethorpes being granted a casino license lies somewhere between 'non-existent' and 'No way Jose'. It is one of the many distractors inserted into this application to improve credibility were none exists.

Costa Coffee is mentioned and a drive through facility established. This like many of the claims in this application appears unsubstantiated. It appears reasonable to assume the funding and actual construction of any such facility would be solely at Costa's expense and not the applicant. A Starbucks site is already in place at the nearby Meridian Point.

Mention is made in the application of a food hall offering flexible space for pop-up food and drink operators. This is a circuitous and disingenuous disguising of indoor market stalls unlikely to generate substantial tourist revenues. It does not sit well with the hotels and the claims made for them which include a 'traditional' restaurant. It is just ridiculous to site an indoor market next to a hard discounting food retailer as Lidl is.

Mention is made of a leisure unit. The accompanying statements indicate this is likely to be an amusement arcade. It is a further example of a distractor seemingly intended to persuade planners this is something other than what it actually is. It offers the tourist nothing and requires finding an operator.

These glaring mismatches betray the woeful intellectual inadequacies of the entire application. Distractors abound clearly giving the impression this application is a tourist development when it very certainly is not.

The claims for employment numbers are presented unsubstantiated and do not appear based on operator experience – other than Lidl no operator is named.

The construction of the supermarket will carry short term opportunities, but there appears no likely development of the rest of this application without other parties funding and carrying out construction themselves. This leaves chalet construction which is likely to be small scale and offering few employment opportunities. This is likely to be where the eight-year construction cycle is directed.

Further specious claims are made on the value to the public purse this application would offer. There is no visible evidence of the basis for these claims and no mention of the likely outgoings the authority would incur. The scale of the residential development is likely to

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