

PORTFOLIO HOLDER FOR HOUSING, INFRASTRUCTURE AND TRANSPORT

DATE	16 th June 2026
REPORT OF	Councillor P Batson Portfolio Holder Housing, Infrastructure and Transport
RESPONSIBLE OFFICER	Carolina Borgstrom – Director for Environment, Economy, and Infrastructure
SUBJECT	Traffic Regulation Order 26-09; Market Street, Cleethorpes – Waiting & Loading Restrictions
STATUS	Open
FORWARD PLAN REF NO.	PFHHIT 06/26/02

CONTRIBUTION TO OUR AIMS

Following the grant funding award to rejuvenate the Market Place in Cleethorpes, additional Traffic Regulation Orders need to be introduced to support the new use of the area that enhances safety and enables community use of the space. The new pedestrianised area supports the council plan for a greener future by reducing emissions in the space whilst also supporting the local economy by creating improved access and connectivity for pedestrians.

EXECUTIVE SUMMARY

North East Lincolnshire Council proposes to introduce new Traffic Regulation Orders for waiting and loading restrictions to support the pedestrianisation of Cleethorpes Market Place, enhancing safety, accessibility, and community use of the area.

RECOMMENDATIONS

It is recommended that:

- a) Approval be granted to the making of the required Traffic Regulation Orders (TROs) the effect of which will be to introduce the restrictions, as shown indicatively on the plans at Appendix 1.
- b) In the event there are unresolved material objections to the Orders, these are referred back to the Portfolio Holder for Housing, Infrastructure and Transport

for determination and a decision as to whether or not the Order be confirmed and executed.

REASONS FOR DECISION

The introduction of appropriate on-street restrictions are proposed to support the pedestrianisation of the area and enable the Council to exercise its civil enforcement powers effectively. These measures are essential to maintaining a safe and accessible environment for all users of the space—particularly pedestrians and cyclists. This will enhance safety whilst also supporting the Council's broader goals of creating vibrant, people-focused public spaces.

1. BACKGROUND AND ISSUES

- 1.1 The Market Place project was formally approved for commencement by Cabinet in June 2023. The initiative forms part of the broader Cleethorpes Masterplan and aims to deliver a high-quality pedestrianised public square. A key objective of the project is to enhance connectivity between the town centre and the seafront, creating a more cohesive and accessible urban environment that supports both community use and economic activity.
- 1.2 Given the proposed new pedestrian area and changes to the streetscape, in order to enable effective enforcement of the space, it is proposed to introduce several Traffic Regulation Orders to allow for the safe use of the space whilst still maintaining access for residents and loading provisions for businesses in the area.
- 1.3 Informal consultation with Ward Councillors, residents and businesses was undertaken between the 4th and 26th of September 2025. A letter was sent out to **295 businesses and residents**, inviting them to feedback on the proposed TROs. Feedback was obtained via an online survey or at a one-to-one meeting with the project team.
- 1.4 The survey data showed that the plans/survey were viewed 113 times, with 41 total responses and only 16 completed responses.
- 1.5 One-to-one meetings were offered to businesses and residents. Of the 295, 5 businesses and 4 residents took advantage of the offer.
- 1.6 The participants at the one-to-one meetings all expressed concerns about parking, with a further three comments about parking within Market Street within survey responses. In response to this feedback, proactive measures have already been implemented to mitigate any impact. These include reinstating the Old Vic car park and converting the High Street car park to short stay use. This change was informed by direct input from local businesses on previous consultations, who highlighted the importance of enabling shoppers to make quick visits.
- 1.7 The issue of accessibility for disabled customers was raised again during this consultation. However, this concern had already been addressed following previous feedback from businesses — disabled parking bays will now be

available on Market Street, where no such provision previously existed.

- 1.8 A small number of respondents raised concerns about the adequacy of loading provision, believing there are too few loading bays. However, this issue had already been addressed in the proposed Traffic Regulation Orders (TROs). Currently, there is one loading bay within the redline boundary of the Market Place project. Under the revised plans, this will increase to four loading bays — two of which will be designated for all-day loading only.
- 1.9 On December 16th, 2025, the first tranche of Traffic Regulation Orders (TROs) associated with the regenerated Market Place was approved for sealing. Following this decision, further technical work was undertaken to review the remaining TROs for Osborne Street and a number of bays, informed by feedback from a Stage 2 Road Safety Audit. The final TRO arrangements have been concluded to ensure that the statutory orders appropriately support the approved design and represent the most appropriate option for safety and effective operation of the area.

2. RISKS, OPPORTUNITIES AND EQUALITY ISSUES

- 2.1 Should these additional TROs not be implemented the risks are:

If the proposed Traffic Regulation Orders (TROs) are not progressed and implemented, the regenerated Market Place will not fully comply with current highway design and safety standards. Although the existing street layout does not meet modern requirements, the regeneration scheme triggers an obligation to bring the area up to current standards. Failure to do so would result in a non-compliant highway environment, increasing the risk of safety issues and reputational impact.

- 2.2 Should these proposals be implemented, the risks are:

Not enforcing Traffic Regulation Orders (TROs) may lead to increased traffic violations and safety concerns, affecting public confidence in local traffic management.

- 2.3 Should this proposal be adopted, the opportunities are:

Implementation of TROs presents the opportunity to deliver a safer, more accessible, and pedestrian-focused Market Place, supported by enforceable controls on traffic and parking. This enables the regeneration vision to be realised, enhances footfall and economic activity, and ensures long-term compliance with highway standards and wider strategic objectives.

3. OTHER OPTIONS CONSIDERED

- 3.1. Do nothing. This option is not recommended. Traffic Regulation Orders (TROs) are a necessary legal mechanism to enable the Market Place scheme to operate as designed, including the management of vehicle access, parking, and road safety. Without these controls, the scheme cannot function in

accordance with its approved design and objectives. [

- 3.2. Maintaining the existing arrangements would not support the delivery of a safe, accessible, and pedestrian-focused environment, nor would it align with current highway design standards or the intended use of the space as part of the regeneration scheme.
- 3.3. The Market Place project forms a key component of the Cleethorpes Masterplan and has been subject to extensive development over a number of years, including Cabinet and Scrutiny approvals and engagement with businesses, residents, stakeholders, and elected Members. The current proposals reflect this established direction and prior decision-making.
- 3.4. Proceeding without the required TROs would prevent the scheme from being fully implemented as approved and would limit the ability to realise the intended regeneration, accessibility, and place-making benefits.

4. REPUTATION AND COMMUNICATIONS CONSIDERATIONS

- 4.1. While there may be a limited degree of negative sentiment associated with the wider regeneration project, this is not considered to relate specifically to the Traffic Regulation Orders (TROs). The project team has maintained ongoing engagement with affected stakeholders throughout the development of the scheme, including undertaking an informal engagement phase in advance of the statutory consultation process.
- 4.2. If approval is given to this proposal, the Order will be formally advertised in accordance with the statutory Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996. Public notices will be published in the local press to advise of the Council's intention to make the Order. This provides a formal opportunity for anyone to object to the making of the order.
- 4.3. All proposed restrictions will be clearly communicated through the installation of appropriate road markings and/or traffic signs. The types of signage and markings to be introduced are prescribed by national legislation and are consistent with those used both across the borough and throughout the country. As such, they are expected to be easily recognisable and readily understood by road users.

5. FINANCIAL CONSIDERATIONS

- 5.1. Any costs for the works to implement the on-street restrictions will be covered by the Ministry of Housing, Communities and Local Government (MHCLG) grant funded Market Place project, formerly known as the Levelling Up Fund (LUF).

6. CHILDREN AND YOUNG PEOPLE IMPLICATIONS

- 6.1. The implementation of the Traffic Regulation Orders (TROs) is anticipated to have a positive impact on children and young people. By creating a safer and more accessible pedestrian environment—such as the provision of wider pavements suitable for pushchair users and the establishment of vehicle-free zones—the proposals support improved safety, mobility, and overall wellbeing for younger residents and their families.

7. CLIMATE CHANGE, NATURE RECOVERY AND ENVIRONMENTAL IMPLICATIONS

- 7.1. The proposed changes are expected to contribute positively to environmental outcomes. Specifically, a reduction in vehicular traffic within the area will lead to decreased vehicle emissions. Additionally, the incorporation of new planting will enhance local air quality and biodiversity, further supporting climate resilience and ecological sustainability.

8. PUBLIC HEALTH, HEALTH INEQUALITIES AND MARMOT IMPLICATIONS

- 8.1 The proposed Traffic Regulation Orders (TROs), as part of the wider Market Place regeneration scheme, are expected to have a positive impact on public health and wellbeing. By reducing vehicle dominance and creating a safer, more pedestrian-focused environment, the scheme supports increased opportunities for walking and social interaction within the town centre.
- 8.2 The improvements to accessibility and the quality of the public realm will help to reduce barriers for individuals with mobility challenges, supporting more inclusive access to local services and amenities. This aligns with the Council's commitment to improving the wider determinants of health, including the built environment and access to public spaces.
- 8.3 The scheme is also consistent with Marmot principles, promoting healthier, more inclusive places and supporting community wellbeing through the creation of an attractive and accessible civic space.
- 8.4 Overall, the proposals are expected to contribute positively to reducing health inequalities by enabling broader access to a safe and welcoming town centre environment for all users.

9. CONSULTATION WITH SCRUTINY

- 9.1 The wider project was reviewed by Economy, Culture and Tourism Scrutiny Panel on Monday 15th July 2024. Following scrutiny and Cabinet on Wednesday 17th July 2024 it was resolved that: 'progress and approve the final technical designs for the Cleethorpes Market Place scheme, including all detail necessary to enable reports to be presented to the Portfolio Holder for Housing, Infrastructure and Transport for **implementation, regarding associated Traffic Orders that will be required.**

10. FINANCIAL IMPLICATIONS

10.1 As indicated in section 5, any costs associated with making the TRO would be funded from the Market Place scheme budget, which is part of the Council's approved Capital Investment Programme.

11. LEGAL IMPLICATIONS

11.1 Under Section 1 Road Traffic Regulation Act 1984 traffic authorities are empowered to make Traffic Regulation Orders (TROs) for (inter alia) the reasons set out at the beginning of this report. Section 2 specifies what TROs may require and the recommended order is within those powers.

11.2 The procedure for making TROs is set out in Schedule 9 Part III of the 1984 Act and the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996 and provides for advertisement and consideration of any objections before making a final decision on the proposed TRO.

11.3 Regulation 8 makes provision for objections and regulation 14 allows the Council to modify a TRO before it is made.

11.4 If it is decided to make the TRO notwithstanding any objections, once made the order can only be challenged by Judicial Review in the Administrative Court.

12. HUMAN RESOURCES IMPLICATIONS

12.1 There are no direct HR implications contained within this report.

13. WARD IMPLICATIONS

13.1 The proposals relate to issues within Croft Baker.

14. BACKGROUND PAPERS

[Local Authorities' Traffic Orders \(Procedure\) \(England and Wales\) Regulations 1996](#)

[Road Traffic Regulation Act 1984](#)

[The Traffic Signs Regulations and General Directions 2016 No 362](#)

[1.-Decision-Notice-14th-June-2023-PDF-229KB.pdf](#)

[2.-Decision-Notice-Cabinet-17th-July-2024.pdf](#)

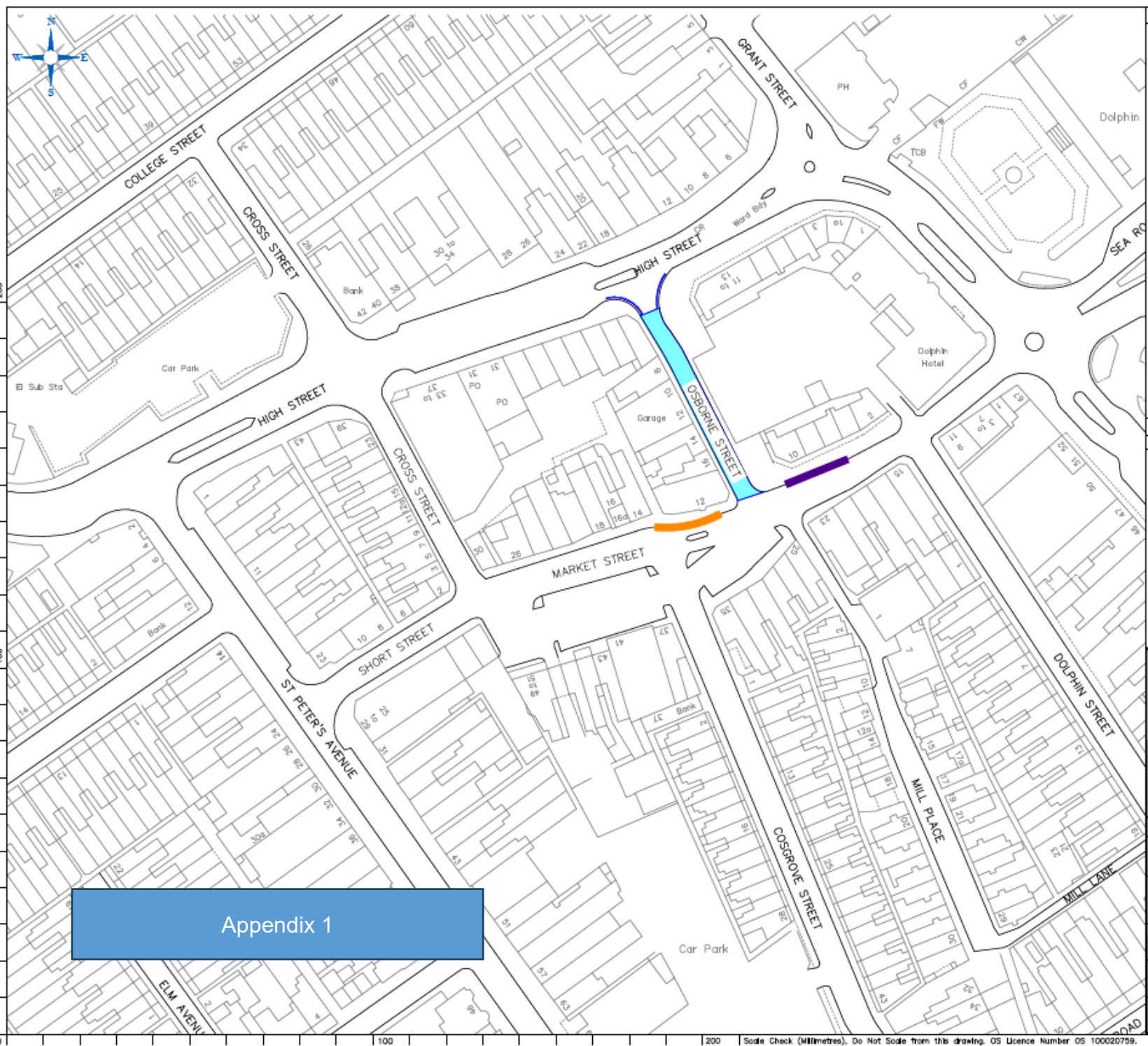
[Cleethorpes Masterplan](#)

15. CONTACT OFFICER(S)

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NOTES

- Key:**
- Proposed No Waiting at any time
 - Proposed Restricted Parking Zone, No Loading at any time and No Waiting at any time
 - Proposed Disabled Badge Holders only Monday to Sunday 10am-5am and Goods Vehicle Loading only Monday to Sunday 5am-10am
 - Proposed Goods Vehicle Loading only at any time

REVISIONS

Letter	Amendment	Drawn	Date


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PROJECT Cleethorpes Market Place

TITLE Proposed Waiting, Loading & Restricted Parking Zone Restrictions

DRAWN	CHECKED	APPROVED
ED	NW	NW
DATE 23 04 26	ORIGINAL SIZE A3 (297 x 420)	SCALE 1 : 1000
FILE REF 28-???	DRAWING NO. 1	REVISION NO. 0

Appendix 1