

PORTFOLIO HOLDER HOUSING, INFRASTRUCTURE AND TRANSPORT

DATE	21 st October 2025
REPORT OF	Councillor Stewart Swinburn - Portfolio Holder Housing, Infrastructure & Transport.
RESPONSIBLE OFFICER	Carolina Borgstrom – Director for Environment, Economy and Infrastructure
SUBJECT	Traffic Regulation Order 25-19; Market Street Cleethorpes – Various Restrictions
FORWARD PLAN REF NO.	PHHIT 10/25/02

CONTRIBUTION TO OUR AIMS

Following the grant funding award to rejuvenate the Market Place in Cleethorpes, several new 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 various parking, loading and movement 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 1-4.
- 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.

2. RISKS AND OPPORTUNITIES

- 2.1 Should these proposals not be implemented, the risks are:

- The Market Place project will be unable to proceed as the proposed TROs will not be put into place to ensure road safety, traffic flow management, parking control and legal enforcement.
- There is a risk that the grant funding allocated to the wider Market Place project could be impacted if the necessary Traffic Regulation Orders (TROs) are not implemented in time to meet funding deadlines. This may, in turn, affect the funding of other interconnected projects within the programme, including Sea Road and Pier Gardens.

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:

- The Market Place project and Cleethorpes Masterplan benefits are realised by introducing a pedestrian friendly area and event space.
- Improved accessibility.
- To enable restrictions that are of adequate length and duration to ensure they are respected by drivers.
- To provide traffic flow benefits.
- By introducing mandatory restrictions which are fully backed by a legal TRO will enable the NELC Civil Enforcement Team to enforce any vehicles parked in contravention, under the Council's Civil Parking Enforcement (CPE) powers.

3. OTHER OPTIONS CONSIDERED

Do nothing. This is not recommended, the project would have to be halted which could lead to the loss of the grant funding.

4. REPUTATION AND COMMUNICATIONS CONSIDERATIONS

4.1 While there may be a limited degree of negative sentiment associated with the broader project, this is not reflective of the Traffic Regulation Orders (TROs) themselves. The project team has proactively engaged with affected stakeholders throughout the process, including offering an informal consultation phase ahead of the formal statutory consultation.

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

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

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 AND ENVIRONMENTAL IMPLICATIONS

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. CONSULTATION WITH SCRUTINY

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**'.

9. FINANCIAL IMPLICATIONS

As indicated in section 5, there are no direct financial implications to the Council as a result of this report.

10. LEGAL IMPLICATIONS

10.1 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.

10.2 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.

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

10.4 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.

11. HUMAN RESOURCES IMPLICATIONS

There are no direct HR implications arising from the contents of this report.

12. WARD IMPLICATIONS

The proposals relate to issues within Croft Baker.

13. 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](#)

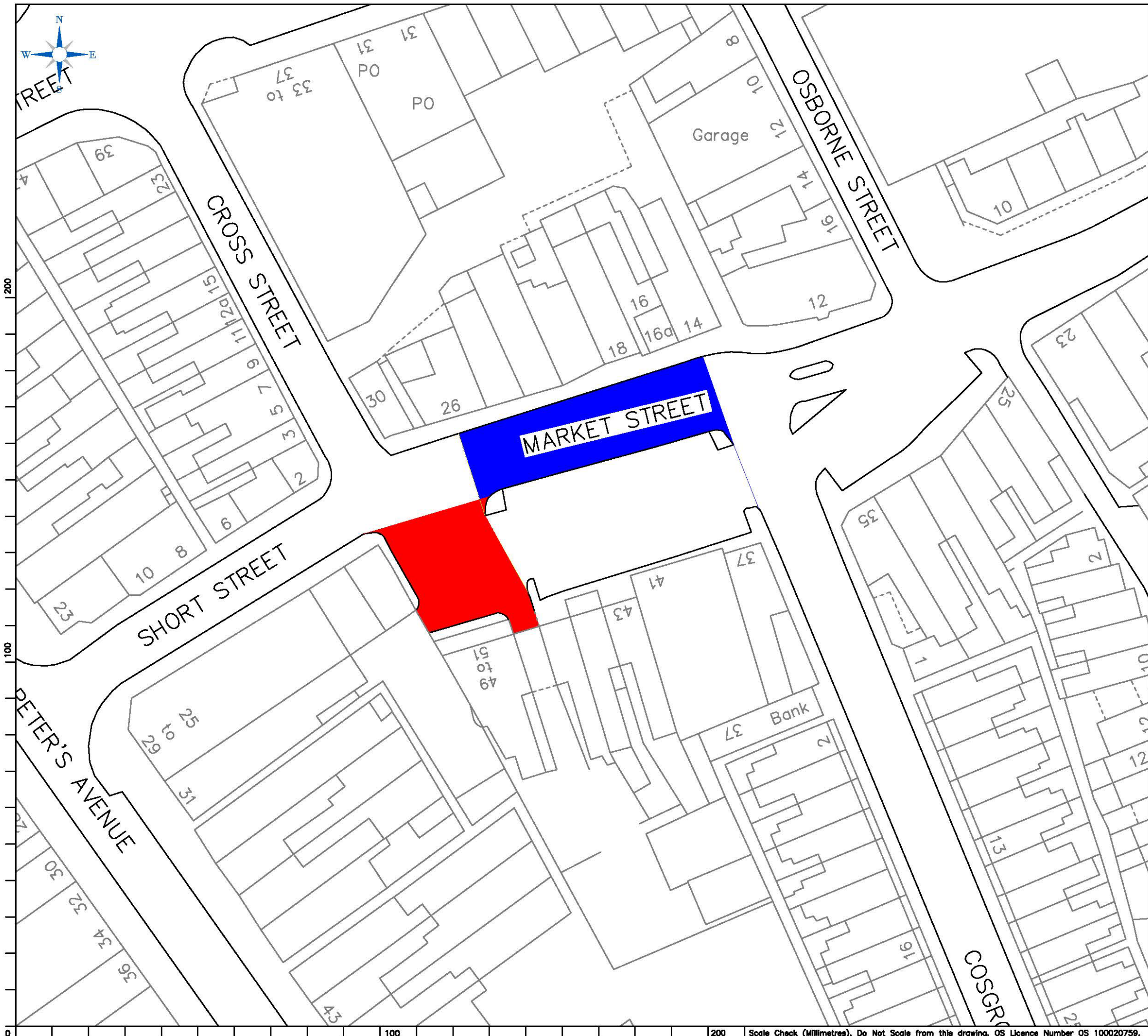
[Cleethorpes Masterplan](#)

14. CONTACT OFFICER(S)

- Destoni Day, Project Manager, Infrastructure,
projectmanagementteam@nelincs.gov.uk
- Richard Dowson, Head of Project Management, Infrastructure,
projectmanagementteam@nelincs.gov.uk

COUNCILLOR STEWART SWINBURN

**PORTFOLIO HOLDER FOR HOUSING, INFRASTRUCTURE AND
TRANSPORT**



NOTES

Key:

Proposed Pedestrian Zone:
No Vehicles 10am - 6pm

Proposed No Vehicles except for
Loading by Goods Vehicles and
Access to Off Street Premises at
any time

REVISIONS

Letter	Amendment	Drawn	Date

NORTH
EAST
LINCOLNSHIRE
COUNCIL

www.nelincs.gov.uk

PROFESSIONAL SERVICES

Municipal Offices, Town Hall Square, Grimsby, North East
Lincolnshire, DN31 1HU
Tel: 01472 313131

CLIENT

North East Lincolnshire Council

PROJECT

Cleethorpes Market Place

TITLE

Proposed Restrictions on
Movement (No Vehicles)

DRAWN

JWH

CHECKED

NW

APPROVED

NW

DATE

28 08 25

ORIGINAL SIZE

A3 (297 x 420)

SCALE

1 : 500

FILE REF

25-19B

DRAWING No.

1

REVISION NO

0

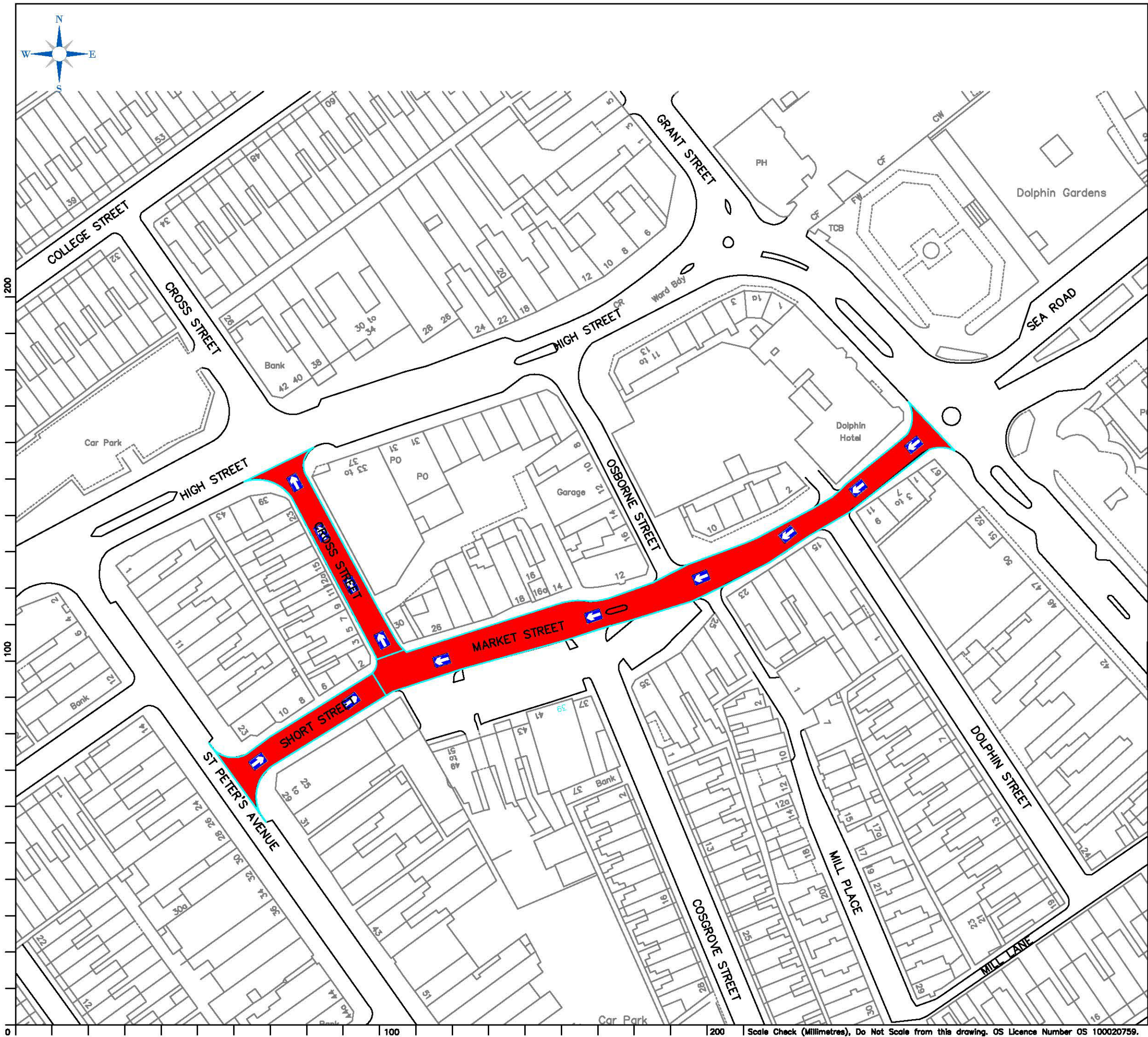
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NOTES

Key:

Proposed One Way Traffic

REVISIONS

Letter	Amendment	Drawn	Date

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COUNCIL

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CLIENT

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PROJECT

Cleethorpes Market Place

TITLE

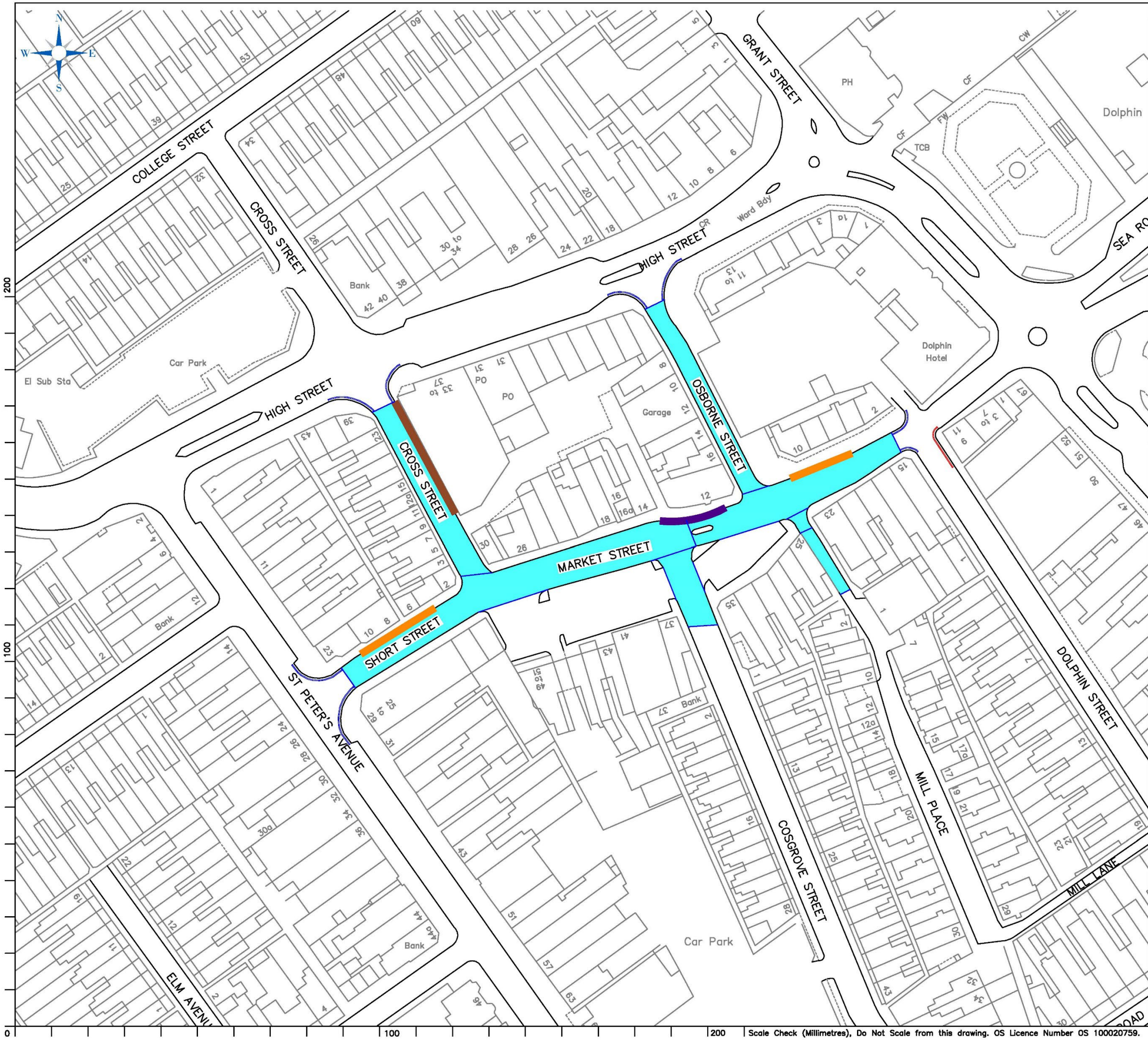
Proposed Restrictions on
Movement (One-Way Traffic)

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FILE REF	DRAWING No.	REVISION NO
25-19B	1	0

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NOTES

Key:

Proposed No Waiting at any time

Proposed No Loading at any time

Proposed Restricted Parking Zone, No Loading at any time and No Waiting at any time

Proposed Limited Waiting Monday to Sunday 8am - 7pm, 30 minutes no return within 1 hour and No Stopping except Taxis Monday to Sunday 7pm - 8am

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
A	Addition of Taxi Rank Clearway on Cross Street	JWH	09 09 25

NORTH EAST LINCOLNSHIRE COUNCIL

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CLIENT

North East Lincolnshire Council

PROJECT

Cleethorpes Market Place

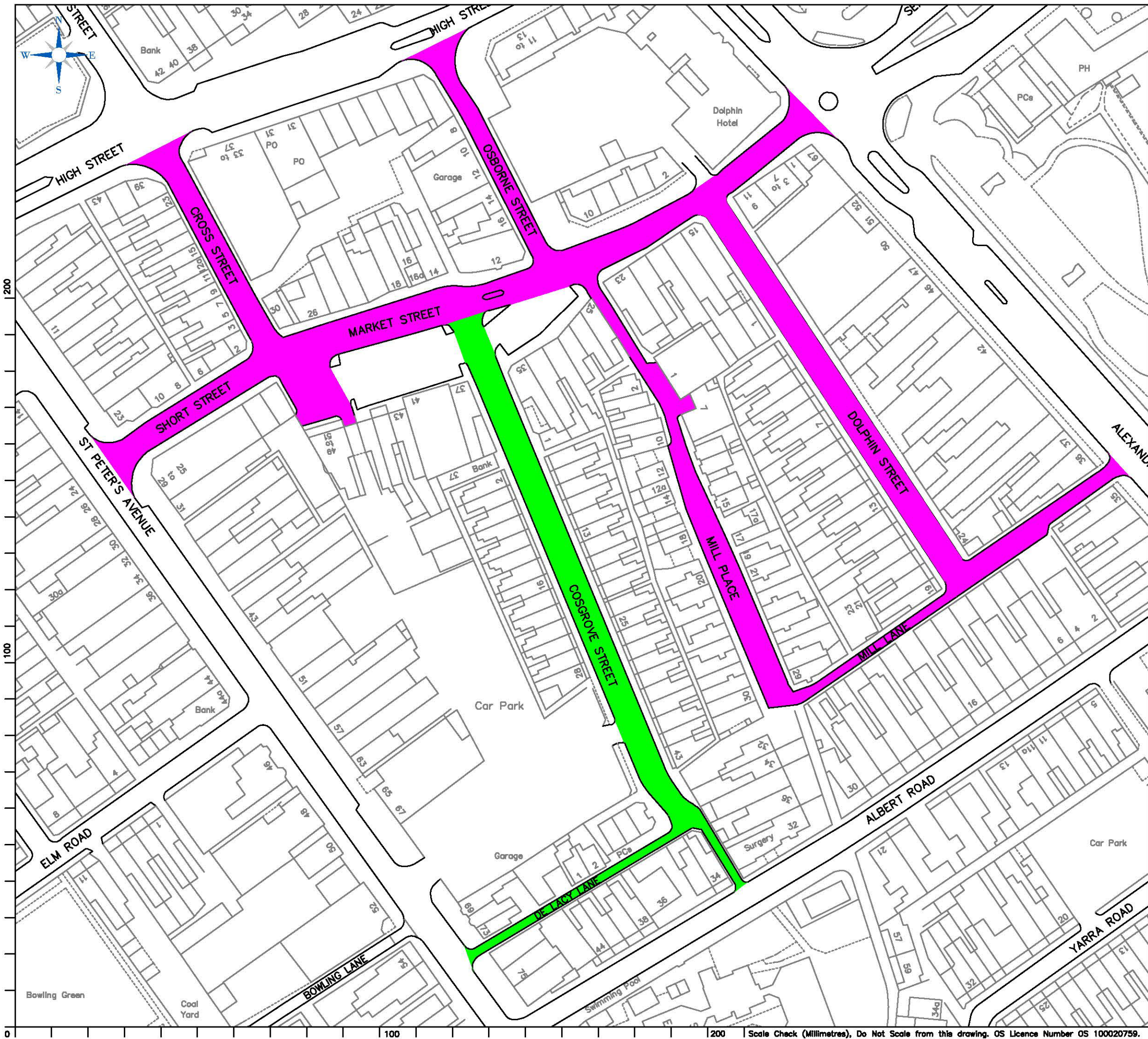
TITLE

Proposed Waiting, Loading & Restricted Parking Zone Restrictions

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JWH	NW	NW
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FILE REF	DRAWING No.	REVISION NO.
25-19A	1	A

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NOTES

Key:

Proposed 7.5T Weight Limit
Except for Access

Proposed 3.5T Weight Limit
Except for Access

REVISIONS

Letter	Amendment	Drawn	Date
A	Inclusion of Mill Place and De Lacy Lane	JWH	09 09 25

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Lincolnshire, DN31 1HU
Tel: 01472 313131

CLIENT

North East Lincolnshire Council

PROJECT

Cleethorpes Market Place

TITLE

Proposed Restrictions on
Movement (Weight Limits)

DRAWN	JWH	CHECKED	NW	APPROVED	NW
DATE	28 08 25	ORIGINAL SIZE	A3 (297 x 420)	SCALE	1 : 1000
FILE REF	25-19B	DRAWING NO.	2	REVISION NO	A

0200

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