**Appendix 1**

**Grimsby & Cleethorpes Town Centres’ Investment Plan**

**Summary of Consultation – Supporting Document**

The Grimsby and Cleethorpes Town Centres’ Investment Plan was made available to the public in multiple ways:-

* To view on the NELC website at <http://www.nelincs.gov.uk/council/consultation-and-engagement/take-part-in-current-consultations/>
* To view and comment on via the heart of Grimsby website: [www.heartofgrimsby.co.uk](http://www.heartofgrimsby.co.uk)
* At the following locations and dates for opinions to be raised with officers from NELC being available to listen to views and answer questions:

**Grimsby Library – Tuesday 22nd March 3-7pm**

**Cleethorpes Library – Wednesday 23rd March 3-7pm**

**Cleethorpes Leisure Centre – Saturday 2nd April 10am to 1pm**

**Grimsby Leisure Centre – Saturday 9th April 10am to 1pm.**

* Hard copies were also available upon calling the Consultation Team and comments and suggestions could also be emailed to this team.

**Summary of Feedback**

The majority of feedback from all sources was of a positive nature. A lot of the feedback focuses on the need for rejuvenation and renovation of certain key sites mentioned in this plan, as well as ideas of how this will entice more businesses into the area and improve the socio-economic status of the borough as a whole.

It was noted that the Plan acknowledges the importance to the business community of the various schemes and is sympathetic to it, and that the approach shown within this plan recognises the very different challenges that the two different town centres face.

Common themes: -

1. The need for the prospectus to align accurately to the Local Plan as well as additional reference to the Town Centre Masterplan (2009) and the Cleethorpes Renaissance Charter (2009).

*In response, this will be addressed in the final prospectus.*

1. The requirement for increased retail space in Grimsby Town was questioned. Whilst the Local Plan states that there is a need for a further 250,000 sq. feet of non-food retail floor space within the two Town Centres to be created over the next 15 years, it was suggested that development of this kind, beyond the primary shopping area, will likely harm the health of the Town Centre rather than increasing its appeal. This is due to a movement from this primary shopping area to alternative shopping areas referred to in the Waterside Project (Project C) and the Station Quarter Project (Project D).

*In response to the above, any proposals for main town centre uses, including retail, leisure and office uses comprising 200m2 gross or more, in any location outside the defined primary shopping frontages within the defined town centres or district centre boundary, will only be acceptable if it is demonstrated that: -*

* *the development cannot be accommodated on a suitable site within, first,**the identified primary shopping frontages, then, within the defined town centre boundary, including identified opportunity sites, or finally**or close to, the town centre boundary (sequential test); and*
* *the proposed site is accessible and well connected to the town centre; and,*
* *development will not adversely impact upon the vitality and viability of any of the town centres, (impact test) having regard to committed, planned or proposed public and private investment in the town centres; the impact on town centre vitality and viability, including local consumer choice and trade in the town centres and the wider area, for up to five years, and, where the impact will not be realised in five years, this should also be assessed up to ten years from time of applications.*

1. It was suggested that there should be focus on the regeneration of historic buildings before new buildings are built or considered for certain sites. Recommendation for phased development, allowing flexibility over end uses to assist with the early restoration of historic buildings. This was particularly noted in relation to the Waterside Project (Project C).

*In response, further reference has been made in the investment plan to highlight the importance of historic assets and the desire to bring these buildings back into sustainable uses.*

1. Support for the provision of new improved pedestrian corridors to link Waterside Gateway (Project C) to the Entertainment Hub (Project B) and Gateway (Project A).

*In response, the proposed cinema/restaurant development and a recent application for funding to the Humber LEP (if successful) will address these links*.

1. The Gateway Project (Project A), Entertainment Hub Project (Project B), and the Minster Quarter Project (Project E) within Grimsby, as well as the four projects within Cleethorpes (Projects G-J) received very little negative feedback at all - with a lot of the ideas for these areas being heavily supported, again with a theme on renovation and rejuvenation of the area appealing universally.
2. The only real negative feedback on the Cleethorpes projects was a comment on the future of O’Neil’s Bar – commenting that it should be ensured that the ends justify the means with regards to the Sea View and potential demolition of this building.

*In response, retention of this building will be considered in any future development proposals.*

1. A point that was made pertained to parking in both Cleethorpes and Grimsby. It was noted that a lot of the developments lie within current parking areas and with an increase in expected footfall within the Town Centres, a parking study should be conducted to ensure that parking within these areas will be good quality, safe, accessible, adequate and competitively priced for the day-time and night-time economy.

*In response, a recent capacity study for car parking in Grimsby has taken place which takes into account the future growth opportunities included within the Investment Plan*

1. The Parkway Project (Project F) has been removed as it does not fit with the Local Plan and therefore any feedback relating to this has not been mentioned here.