Cleethorpes Renaissance

Strategic Development Framework
A Cleethorpes Future

Long stretches of golden sand,
Clean to touch and it has no harm to hand,
Modern white buildings with modern art,
Which makes you tingle at the heart,
Much less litter,
People just less bitter,
Eating ice cream from the stand,
Newly made, clean and fresh,
Youth clubs here now,
Keeping youth off the street,
Having a place just to meet,
Much less crime reduces the heat,
I love this town,
Please respect it for it’s my home.

Jessica McClellan
Lindsey School

Acknowledgements

Yorkshire Forward, North East Lincolnshire Council and John Thompson & Partners would like to thank everyone who participated in the Cleethorpes Renaissance Community Planning Process including the participants of the Cleethorpes Renaissance Town Team who offered their time and expertise throughout the development of the Cleethorpes Renaissance Strategic Development Framework.

All quotes in this document are from those who took part in the Cleethorpes Community Planning Process.
The Cleethorpes Renaissance Town Team is an open forum representing community, business and council interests that is committed to promoting Cleethorpes Renaissance and responding positively to proposals that bring added value and quality to the resort.

The Cleethorpes Renaissance Town Team were aware from the outset that, in the challenging economic climate prevailing at the time this plan was developed, there was a requirement for a mix of inspiration, enthusiasm and realism. We are pleased that these ingredients are included in this Strategic Development Framework document. We are further encouraged by how it describes and outlines something we all suspected, the huge potential that exists in Cleethorpes. The range and diversity of facilities and services we have to offer to residents and tourists alike is staggering and this framework builds on that offer. Rather than casting aside all that has been developed over the years this plan shows how it could be enhanced and grown even further. Individuals, community groups, businesses and politicians have all been involved in creating this document and for the first time we have a shared ambition, a vision to strive for and a guide that will help us decide how all proposed future developments move us closer to that vision.

The two major initiatives highlighted in the document respond directly to the two key characteristics of the resort recognised by the Town Team. ‘The Golden Loop’ is an opportunity to build on the wonderful built heritage at the town’s core, supporting the interests of business, tourism and residents in a vibrant and coherent plan. ‘Celebrating the Foreshore’ reminds us that we are a ‘4 mile resort’ with recommendations for connections between the parts and revitalising forgotten seafront areas.

The framework is our guide and a starting point, but it is just a document. It is what we, the Cleethorpes community, local business and the local authority do as a result of this document that will determine the future of our town.

Mark Hodson
Chair of Cleethorpes Renaissance Town Team
August 2010
Urban Renaissance means re-birth, creating long-term visions for our towns and cities, securing beautiful and sustainable places in which to live, work, visit and invest for future generations.

In December 2001, Yorkshire Forward, the Regional Development Agency for Yorkshire and the Humber, launched an Urban Renaissance programme. This programme reflects Central Government’s stated commitment to urban regeneration, as described in the Urban White Paper, ‘Our Towns and Cities: The Future’. In 2009, reflecting ‘World Class Places’, the Government’s strategy for improving quality of place, The Urban Renaissance programme was expanded to include Cleethorpes. Supported by North East Lincolnshire Council, there is an emphasis on the environment, the built form and the quality of our urban centres.

The programme objectives are to transform towns and cities, with the direct involvement of the local people. The approach is based on the premise that:

» The principles of good urban design will breathe new life into the region, improving the character of the urban environment;

» By aiming for quality, towns can become attractive, not just as an aim for its own sake, but one that can bring wider social and economic benefits;

» Attractive places attract and retain people – particularly those with choices; people bring investment, spending power, jobs and the ability to sustain a range of infrastructure;

» The programme promotes the development of skills and the retention of those skills locally, so that different urban townscape identities are delivered across the region in coming years; and

» A commitment to creating international class urban centres will help to transform towns and networks of towns across the region.

To take the process forward at a local level, a Town Team has been formed. The Town Team is open to all and consists of residents, amenity and other local voluntary organisation representatives, local business people, elected representatives, council officers and, importantly, local young people.

The Cleethorpes Renaissance Charter sets out the themes, objectives and actions as identified through these events. These ideas and concepts have been tested further and developed in order to produce this Strategic Development Framework.
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Towards a new vision
“The secret of renaissance is to use the assets that are here already – like the sea, the beach and the history – and to awaken people’s interest in making the place come alive.”

Cleethorpes Renaissance is a golden opportunity for the town to revive its fortunes and transform its physical fabric. The Cleethorpes Renaissance Strategic Development Framework (SDF) is the result of a combination of external expertise and local knowledge and builds on the work that was carried out to inform the development of the Visionary Charter. It is a long-term vision requiring long-term commitment. Aspirations must be balanced by pragmatism, the need for patience must not undermine the desire for quality or the position of the local community as the undisputed driver for change.

Key projects are focused on the town centre and the unique coastline and those that have been prioritised for inclusion in the SDF will benefit the town by creating jobs and increasing prosperity. They may be public sector led or privately financed and the timescale for delivery will vary. This document is both a vision for these projects and a guide to their delivery.

Long term aspirations are balanced by several early win activities and Tier 1 “Time is Now!” projects that have been identified by the people of Cleethorpes during the community planning process. These ventures are more immediately achievable and will help kickstart the town’s renaissance. It is also important to support existing community initiatives that can be led by residents and funded where necessary.

At the heart of the process are the citizens of the town and the Town Team, who will work with the public and private sector to ensure a new golden age for Cleethorpes, a revival of its heyday when it attracted people to live, work, invest and visit. Cleethorpes’ future will benefit from the surge of energy and enthusiasm inspired by the 21st century renaissance programme.

Clients
Cleethorpes Renaissance Town Team
North East Lincolnshire Council
Yorkshire Forward

Lead consultant
John Thompson & Partners

Other consultants
CB Richard Ellis
Genecon
Gillespies
WYG
1. Listed house on Humberston Road
2. Houses on Bradford Avenue
3. Donkeys on the beach
4. Plaque commemorating a sermon given by John Wesley in ‘Claythorpe’ in 1781
5. Fantasy World on the North Prom
6. Chalet at Humberston Fitties
7. The pier
8. House at Old Clee
9. The Discovery Centre
Cleethorpes - a unique, residential resort

Uniqueness of place

Cleethorpes is a unique, residential resort at the gateway to the Humber Estuary in North East Lincolnshire where the skies are vast and the waves ripple out towards the horizon, with perhaps a distant container ship or energetic windsurfer breaking an otherwise uninterrupted view of water.

When the tide is out, this sense of space continues in the expanse of sand that starts below Grimsby port and spreads out for miles towards Humberston and beyond. Local people are proud of their beach, which has been awarded the prestigious European Blue Flag. Civic pride is also reflected in Cleethorpes in Bloom, which in 2009 was awarded the East Midlands Gold Medal as well as Best in Britain for the category of coastal resort.

The coastline is one of the top ten bird watching sites in Europe and a place where over 100,000 migratory birds feed during the winter months. In 1998 the area was designated as a ‘Site of Special Scientific Interest’ and its unique environmental qualities have added to the many pursuits that can be enjoyed in the town.

Cleethorpes is unique in having a railway station a few yards from the beach making it an ideal day trip destination. Every year up to one million people come to the resort, which has many attractions, including promenades, a pier, arcades and associated ‘bucket and spade’ shops and activities. Tourists can raise their adrenalin levels with a ride at Pleasure Island, enjoy the Adventure Splashzone at Thorpe Park or take a ride on the East of England’s last remaining steam seaside light railway, a popular attraction since 1948. There are plenty of places to eat and drink, be it fish and chips, Indian cuisine or a ‘skinny latte’.

Cleethorpes is home to 36,000 people who also benefit from the open landscape and recreational amenities. There is a Golf Course and a Country Park with a 7 acre lake, which provides a habitat for birds and wildlife as well as somewhere to fish. Weelsby Woods, to the west, is a local amenity that has recently been restored, with a café and new play area. To the north of Cleethorpes, Sidney Park and Sussex Recreation Ground both offer a place to relax or enjoy sports such as bowling, tennis and football.

The residents of Cleethorpes, or Meggies as residents of Cleethorpes are known, have provided the drive to ensure that the town developed with sufficient shops, schools and sporting facilities, as well as spiritual and civic leadership. Meggies have consistently refused to be absorbed into Grimsby, ensuring the town has retained its own unique identity. Cleethorpes today, just as in the past, is many things to many people. But both visitors and residents benefit from the natural attractions of the area – the dunes, the views, the surrounding countryside and rural villages, as well as being able to enjoy what Cleethorpes is most famous for – the golden sands and traditional seaside ambiance.

In recent years the tourist areas to the south of Cleethorpes has been the main focus for investment. The development at Meridian Point brings together a multiplex cinema, craft workshops, performance arena, food and retail outlets. Adjacent to the boating lake lies the Discovery Centre, with exhibition space and a café, now home to the community arts group Artlandish. In contrast, and despite its historic significance, the central part of Cleethorpes has been largely overlooked. There are vacant lots, neglected buildings, characterless car parking, a limited market and public realm in need of attention. The flow of success to the outskirts of the town needs to be enticed back to the centre.
“By engaging with local people we can work together to create a plan that builds on past and present achievements, takes on board individual ideas and aspirations and provides a realistic blueprint for the future.”

At the core of the Renaissance Towns Programme is the involvement of local people, council officers and members, local interest groups, businesses and other key stakeholders in helping to create a long-term vision for their town.

Following a period of preparation, a five-day Community Planning Weekend was held from 5 to 9 June 2009. Over 250 people attended the event, which was open to everyone with an interest in the town's future. Workshops, walkabouts and hands-on planning sessions identified issues and explored ideas for the future of Cleethorpes. A wide variety of people, including residents, community activists, business people, young people, councillors, and members of the local Arts Forum and Civic Society came together to discuss the current strengths and weaknesses of Cleethorpes and to consider opportunities to enhance the town.

School children offered their views and ideas in a variety of prepared presentations, which included a video, photographic exhibition and poems written for the occasion. They also actively participated in the weekend event.

Following the two public days on 5 and 6 June, the facilitation team, led by JTP, analysed the results of the workshops and hands-on planning sessions and turned the ideas into an illustrated vision for Cleethorpes, which was reported back to the community by John Thompson on Tuesday 9 June at St Peter’s Church.

As a result of the community planning process, a number of key themes were identified which can be seen as drivers for the future renaissance of the town.
Key themes from the community planning process

Image and identity
Cleethorpes has many faces, including being a residential town by the sea and a tourist destination. The town’s identity needs to be more clearly defined and promoted. Cleethorpes needs a much better arrival experience around the station and North Promenade, signage is generally poor and the town lacks a clear centre. Attention should be focused on Market Street, which has the potential to become the vibrant heart of the town, offering an attractive and comfortable year round destination for both residents and visitors.

Valuing heritage
The tired appearance of many town centre buildings and much of the public realm undermines the quality and care of floral displays around the town. The demolition of the Winter Gardens has created a sense of loss and there is a strong desire to improve the look of the town and ensure the retention and maintenance of Cleethorpes’ remaining heritage buildings. This could help restore a sense of civic pride in the town, to complement the community’s obvious dedication to its ‘In Bloom’ success.

Opportunities to regenerate
There are key vacant sites, the future use of which should be addressed as soon as possible. Constructive dialogue between landowners, the local authority and other interested parties is key to a positive way forward. The town needs to develop a more diverse cultural and commercial offer and existing businesses require support and direction.

Diversifying Tourism
There is a perceived conflict between those who want traditional seaside tourism and those who want to promote the wider offer including environmental and activity tourism. However, Cleethorpes is located in a unique geographical position and it has miles of beach. There is therefore room to invest in the traditional seaside pursuits and amenities, whilst improving the quality of hotel accommodation and diversifying the tourist offer to attract a wider range of visitors.

Broadening facilities
Although the beach and associated seaside activity is likely to remain a major attraction for visitors, the lack of variety of indoor provision is highlighted during bad weather. Enhancing the indoor offer including a new museum and/or art gallery and function rooms would provide alternative destinations for visitors and residents. Enhanced cultural facilities would also encourage people to move to the town.

Festivals and events
With the closure of two theatres, live entertainment - so closely associated with seaside towns - has disappeared from Cleethorpes’ central seafront. Public events however continue to be organised by groups and individuals including open days, festivals and a carnival. The renaissance impetus could be used to boost new events and activities to revive its reputation as a top resort, enabling it to compete with other seaside towns and fulfil residents’ ambitions too.
Quality of Life

Cleethorpes’ people are hospitable and friendly and the town is generally considered a pleasant place to live. Community activists work hard to improve neighbourhoods and they need to be valued and supported. Most town centre shops are within walking distance, with Sea View Street and St Peter’s Avenue offering a combination of charm and history. A key aim of the renaissance process should be an enhanced retail sector.

Young people are key

The Community Planning Weekend demonstrated the talent and potential of Cleethorpes’ young people and their desire to live in a safe, clean, attractive and prosperous town. School children make videos, write poems, play music and perform in plays - creativity can be contagious. Many young people are experts in skateboarding, BMX riding and other extreme sports. For Cleethorpes to flourish young people must be nurtured through training opportunities and real jobs. Young people enjoy living in Cleethorpes - there must a reason for them not to leave.

Integration and cooperation

Some participants felt that there is scope to improve communication and cooperation within the town and between individual stakeholders and the local authority. There is a great deal of local activity but a lack of coordination, which results in events clashing, poor publicity and existing forums co-existing rather than connecting. Connecting the town and resort together physically and spiritually is a priority.
Mission Statement

Cleethorpes will be a year round visitor destination with a revitalised town centre and seafront. Residents as well as tourists will benefit from the town having a better image, more variety, increased prosperity and an improved quality of life.
Cleethorpes Renaissance Charter

Following the Cleethorpes Renaissance Community Planning Weekend a new Visionary Charter for Cleethorpes was published which was signed up to by civic leaders, representatives of business, voluntary and community sectors to declare their joint commitment to the town, including working together and an insistence on quality. The Charter included a mission statement and six objectives for the Cleethorpes Renaissance process.

» Objective 1
   The Golden Loop - connecting the tourist and residential town

» Objective 2
   Unlocking Cleethorpes’ development potential

» Objective 3
   Tourism and economic vitality

» Objective 4
   Getting around

» Objective 5
   Arts, culture and recreation

» Objective 6
   Inclusivity and delivery

These objectives are referred to and updated in this document.

Cleethorpes Town Team

The formation of a Town Team originated from the desire of many people during the Community Planning Weekend to create a stronger and more unified voice for Cleethorpes’ community, recognising that it would benefit from better communication and an improved spirit of cooperation.

On Wednesday 8 July 2009 the first Town Team meeting was held at Cleethorpes Town Hall and the Town Team has met regularly since, with Mark Hodson of Hodson Architects as Chair. The Town Team is intended to be representative of all sectors of the community and anyone who wishes can join. It will provide an open and transparent forum to lead Cleethorpes Renaissance during the coming years. Action Groups have been formed, which focus on:

» Heritage & Arts
» Transport

» Built Environment
» Environment

» Events & Festivals
» Youth
A 25 year vision for Cleethorpes

Like golden treasure that has been buried and become dull over time, Cleethorpes requires rediscovering, re-polishing and re-valuing.

The visioning process has brought residents, politicians and local business people together to dream about a future for Cleethorpes that will unlock the town’s potential. The challenge is to convert dreams into deliverable projects.

The Cleethorpes Renaissance Charter sets out a vision for the future development of Cleethorpes. It gives direction for the renaissance of the town by identifying the goals which have merited inclusion in this Strategic Development Framework (SDF). By providing an assessment of the potential for physical change, as well as drawing on other economic and social factors, the Charter and the SDF will give the Town Team guidance to help them, as ‘guardians’, drive the renaissance process forward.

Renaissance in Cleethorpes needs to be driven by an approach which sees the town work with what it has, as opposed to trying to re-invent itself as something it isn’t and will never be. In this context, Cleethorpes’ role as the small business and retail quarter/creative quarter/café and restaurant quarter, building on the sun, sea, sand principle to create a niche, high quality leisure, tourism and retail focus fully supports the objectives for the wider Greater Grimsby area.

An insistence on quality will ensure that the town’s many facets will be improved and promoted. Aspirations rise when there is an opportunity for enhanced civic leadership and community participation. People will have increased pride in their residential town by the sea. They will look to the future with confidence and say: “This is a unique place to live in and visit.”

Tourism is an important economic driver that will continue to be expanded in Cleethorpes but a greater diversity of employment will attract more people to live and work in the town and its hinterland, thereby encouraging increased growth and prosperity, and less dependency on seasonal success.

As the town becomes less rigidly associated with the seaside economy, it will attract alternative investment, funding that in turn will help develop enterprises to make the town a more exciting and dynamic place to live. The mix of people and activities will grow and individual projects will be given the necessary support to succeed. A thriving and balanced business community will ensure a strong retail and leisure offer.

The town’s built heritage and its natural environment will be respected and enhanced. The beauty of the sea will be reflected in the beauty of the buildings, old and new. The ‘Celebrating the Foreshore’ and ‘Golden Loop’ projects set out in this document will connect the ‘tourist’ and the ‘residential’ town with a coherent ‘route’ of high quality public realm linking revitalised attractions and amenities.

Cleethorpes will be known as a place where the combination of quality and attractiveness will be a draw for both visitors and investors. It will be a place where more people of all ages and incomes will chose to live, attracted by its environmental quality, the variety of its recreational and cultural facilities and by its enterprising and socially inclusive community.
Cleethorpes today
Key

Cleethorpes is accessible to millions of people within a one and a half hour journey time

50 miles radius from Cleethorpes (approx.)

Birmingham
Manchester Int.
Liverpool
Manchester

Sheffield
Doncaster
Barnsley
Wakefield
Bradford
Leeds
Selby
Goole
Hull
Beverley
Scarborough
Bridlington
Bromley
Lincoln
Boston
Mansfield
Newark
Nottingham
Leicester
Peterborough
Grimsby
Humberside
Immingham
Scarborough
Bridlington
Cleethorpes

© Lomcat

Greenwich Meridian line

to Zeebrugge / Rotterdam

to London

North

© Lomcat
Location and context

Cleethorpes dates back to the Anglo-Saxon era, with the town developing as a fishing village at the mouth of the Humber Estuary. Its population has risen from 284 in 1801 to 36,000 today, following the construction of the railway in the 1840’s, which enabled holidaymakers to access the seaside from the industrial urban areas of South Yorkshire.

The east coast of England has a number of seaside resorts, including Whitby and Scarborough in North Yorkshire, Bridlington in East Riding and Mablethorpe and Skegness further south in Lincolnshire. Cleethorpes is the only resort where you can get off the train and be on the beach in one minute.

To the northwest, the town merges with Grimsby and to the south the town stretches along the coast as far as Humberston and the Fitties. Grimsby and Immingham are the focus for employment opportunities associated with the food processing sector in Grimsby and the port logistics and renewable energy opportunities at Immingham.

The Greenwich Meridian (used for measuring longitude and calculating time) passes through the town.
Urban design key

- Old Clee
- Town centre
- Victorian/Edwardian housing
- Post 1930’s housing
- Promenade
- Tourist/Leisure development
- Green space
- The Fitties / caravans

- Grimsby dock tower
- Railway which acts as barrier between the town and the coast
- Views out to sea
- Traditional streets of terraced housing
The shape of the town

Cleethorpes lies on relatively flat land with most of the town laid out on a grid pattern generated by the coast, the railway and the main routes, in particular Grimsby Road, running parallel from Grimsby with the coast. Recent residential development has introduced more curved and less permeable, suburban streets. The Victorian streets to the north of the town are separated from the beach by railway consequently giving this stretch of the beach a more isolated and less developed character. Cleethorpes station is a terminus accessing directly onto the promenade, which from this point south changes in character significantly as the barrier effect of the railway tracks disappears and the town’s parks and street come down to join the promenade.

All along the coast there are views out across the estuary and from North Promenade the Grimsby Dock Tower can be seen clearly. Looking back from the pier up Sea Road to the town the red brick Dolphin Hotel is a key landmark building framing one side of the view into Market Street with the classic seaside Victorian/Edwardian terrace with elaborate cast iron columns and balustrades framing the other side. Alexandra Road runs parallel to the coast separated from Central Promenade by Dolphin Gardens, its raised level above Central Promenade giving extended views across the estuary. Another key and relatively new, landmark residential building, Castle Point marks the location where Alexandra Road becomes High Cliff Road and curves back to drop down and run alongside the coast on its journey south past a residential frontages looking out to sea towards the leisure centre, the Discovery Centre, Meridian Point leisure and shopping facilities and onto more tourist facilities, caravan parks and the Humberston Fitties.

The residential areas of Cleethorpes are largely Victorian/Edwardian in the north and centre of town with more suburban forms of 20th century development to the west and south of the town centre. These residential streets are mature and settled communities served by parkland, allotments and community amenities, with access to employment in the wider Grimsby area and environmental assets and the countryside that makes up Cleethorpes hinterland. There are few opportunities for significant development in the residential areas other than the potential reuse of existing developed sites.

Much of the town centre is designated as a conservation area and has several listed buildings. It is laid out largely as a grid which provides a well positioned, well connected and legible street layout which serves the residential town and the traditional tourist area along the promenade wall. The commercial buildings in the town centre are situated in the main on a loop of Market Street, St Peter’s Avenue, Sea View Street and Alexandra Road. Fairly tight knit residential streets occupy the area within the loop. However, it is clear that most of the recent investment in the town has gone to the southern tourist areas and that key parts of the town centre including the traditional tourist areas have been neglected, with many of its buildings and urban spaces looking tired and a number of empty development sites. The area around the station requires investment and there are opportunities to develop residential and mixed use buildings to add to Cleethorpes employment, visitor, cultural and residential offer and bring life and character to this currently blighted area.
Historical development

Although the origins of Cleethorpes can be traced back to the Middle Ages, the town as we know it today was essentially a 19th century creation.

Cleethorpes originally consisted of three ancient villages or Anglo-Saxon ‘thorpes’: Oole, Itterby and Thrunscoe, part of a wider parish called Clee. It lay on a key route from London and Lincoln, over the Humber at low tide, to York along the Roman Ermine Street. Cleethorpes developed as a fishing village and in 1801 its population was just 284 people.

By the late 1820s the town had started to attract visitors who came to bathe and drink the medicinal iron-flavoured waters at Isaac’s Hill. With the arrival of the railway in the 1840s Cleethorpes changed from a ‘genteel’ retreat for the upper-middle classes to a popular seaside resort catering for the thousands of working class visitors who came mainly from industrial areas of South Yorkshire. The demand for housing for Grimsby workers led to the building of New Cleethorpes, which physically joined the two towns together.

During the late 1920s Cleethorpes energetic and enterprising Urban District Council (UDC) acquired new parliamentary authority to improve, control and extend public services – including tourist amenities. In 1936 Cleethorpes was granted a charter of incorporation to become a municipal borough and the UDC purchased the seafront estate, which had previously been owned by the railway company (LNER).

When Humberside County Council was abolished in 1996, Cleethorpes was merged with Grimsby within the unitary authority of North East Lincolnshire. Today Cleethorpes does not have its own town council, but the nine councillors from three wards (Haverstoe, Croft Baker and Sidney Sussex) form the Charter Trustees of the Town of Cleethorpes.

Cleethorpes has been affected by the decline in the UK tourism industry, by the loss of heavy industries within the surrounding region, and by the collapse of the deep sea fishing industry and associated jobs.

In recent decades there has been considerable investment in the south of the town, including the arrival of Pleasure Island in the early 1990s, and more recently improvements to the Boating Lake, the creation of the Discovery Centre and the extension of the Cleethorpes Coast Light Railway. Meridian Point is a major new development that includes a nine screen cinema, retail and food outlets, craft workshops and an outdoor concert venue.

Cleethorpes works hard to benefit from its tourism assets but there is growing recognition that to ensure a sustainable long-term economic future, the town must attract much more inward investment. The community aspires to become a modern town whilst retaining its character, one that provides diverse employment, retail choice, high quality public realm, suitable places to live, a range of leisure options and more support for culture and the arts.

Despite its historic significance, the central part of the town has been neglected in recent decades. It is therefore appropriate that the renaissance strategy refocuses attention on the streets and spaces that make up the centre of Cleethorpes, most of which are part of the Central Seafront Conservation Area. By giving detailed attention to the public realm, a ‘Golden Loop’ will be created, thereby providing an urban counterpoint to the ‘golden sands’ that have attracted visitors to the town for well over a hundred years.
Cleethorpes developed as a linear settlement, running parallel to the coast, so to a certain extent it was the beach that determined the layout of the town and how it developed historically.

Introduction

Many buildings within the town were constructed in red brick. Some have been painted or clad in other materials, thereby covering the original contrasting white window heads and cills. The similarity of the architecture and the consequent rhythm of the chimneys attest to the fact that much of Cleethorpes was built during the Victorian era.

Central Seafront Conservation Area

There is an important Conservation Area within Cleethorpes that covers over 18 hectares within the central part of the town and seafront. It includes the Promenades and the Pier, which were developed by the Manchester, Sheffield and Lincolnshire Railway Company (MS&LR) when the railway was extended from Grimsby in the 1860s. The area is dominated by impressive Victorian and Edwardian terraces, which are notable for their first floor balconies with elaborate cast iron columns and balustrades.

The Conservation Area includes a number of streets that have a distinctive quality and character such as Sea View Street, Cambridge Street, Knoll Street and Alexandra Road. The parish church of St Peter’s lies within the designated Conservation Area, as well as the south section of the High Street, Market Street, High Cliff Road and Brighton Street. The Conservation Area is likely to be extended shortly to include the whole of St Peter’s Avenue.

Other areas of special interest

Other Conservation Areas include Mill Road and Bradford Avenue, which contains a number of properties built prior to the 1930s that are notable for the detailing of the materials used in their construction. Old Clee Conservation Area contains the Holy Trinity Church, with its Saxon tower, the oldest building in the Grimsby/Cleethorpes area.

The Boating Lake is located on land formerly known as the ‘Golf Links’ to the south of the town. In 1901 this was bought for £500 from Sidney Sussex College. The land was restored and a paddling pool built in 1921, to be converted later into a Boating Lake. Its success encouraged the Council to extend the lake, nearly doubling its length with two bridges, a band enclosure, a children’s paddling pool and more trees, shrubs and landscaping. The enlarged lake was available for boating in 1929 and was also used for occasional special events such as a Regatta and fancy dress parade.

The Humberston Fitties consists of a group of “holiday chalets” built in the 1950s and 1960s. It covers 26 hectares to the south of Cleethorpes and was designated a Conservation Area in 1996. The dwellings have a unique appearance and are constructed mainly of timber and concrete around a series of cul-de-sacs. The personalisation of the external appearance of the dwellings enhances the unique character of this area.
1. Cafe Dansant and Olympia (later the Winter Gardens)
2. Cleethorpes big dipper on North Promenade, subsequently the site for Wonderland (indoor pleasure rides), now the home of a weekly market
3. Former Empire Theatre, built 1896, originally the Alexandra Hall
4. The Empire today used as an amusement arcade
5. Art Deco building (electricity showroom)
6. The Knoll, corner of Knoll Street and Alexandra Road
Loss of historic buildings

In the 1960s a number of historic buildings within Cleethorpes were either demolished or underwent a change of use. The Empire Theatre closed in 1960 and was transformed into an amusement arcade and bingo hall. The Theatre Royal closed in 1963 and was later demolished, likewise the Café Dansant, a popular but ageing dance hall. In more recent years buildings such as the Cliff Hotel have been demolished to make way for up-market apartment blocks with views over the water. Cleethorpes lost a very popular and established entertainment venue on the seafront as a result of the controversial demolition of the Winter Gardens in 2007.

Although some seaside resorts around the world have retained their historic rides and lidos as tourist attractions, early mechanical rides such as Cleethorpes ‘Dipping the Dip’ were demolished to make way for new amusements such as Wonderland, which has since become a weekly Sunday market. Several important historic buildings remain within the town centre however, such as the Town Hall, completed in 1905, The Knoll, the former home of the Charter Mayor George Moody, and the 18th century Dolphin Hotel, which was rebuilt and enlarged in 1874. Cleethorpes Renaissance should preserve, respect and enhance the heritage buildings that remain.
Cleethorpes has fantastic environmental assets, which have the potential to be developed and celebrated.

The Humber Estuary is home to a fascinating array of flora and fauna and dramatic sights can be seen as the tide ebbs and flows and large expanses of mudflats are exposed. The estuary is one of the major wildlife estuaries in the UK and supports an internationally significant number of waterbirds. Intertidal mud and sand flats form the most important wildlife areas and it is these habitats that support the majority of the waterbird population. The saltmarsh, which is prevalent in Cleethorpes, provides habitat for a range of rare breeding birds. The estuary is designated as a Site of Special Scientific Interest (SSSI), a Special Protection Area (SPA), a Special Area of Conservation (SAC) and a Ramsar site. Along with providing impressive areas of habitat, the estuary also acts as an important area of recreation for Cleethorpes’ residents and tourists.

In addition to the local green spaces, there are larger areas of green space adjacent to Cleethorpes town centre. These include Cleethorpes Country Park to the south of the town, which provides a large open recreation space with opportunities for walking, and includes a seven acre man-made fishing lake. Weelsby Woods to the west covers almost 150 acres, part of which is an area of local nature conservation importance. Besides woodland the area also has open grassland and play facilities. Cleethorpes Golf Club lies to the south next to Cleethorpes Country Park.

Overall Cleethorpes benefits from a wealth of natural landscape features, recreation areas and other spaces including allotments. This network of green spaces would benefit from a holistic green infrastructure policy to create linked habitats and connections for cycling and walking, both between these green areas and out to adjacent green spaces. A number of the local recreation areas, including Sidney Park and Sussex Recreation Ground would benefit from refurbishment.
Connections key

- Major highways
- Main roads
- Secondary roads
Connections

Cleethorpes has a well configured layout and whilst recognising the needs of the private motorist there is potential to invest in alternatives and provide more balanced, co-ordinated and sustainable ways of getting around.

Cleethorpes town centre is typical of a built up urban area where the streets are predominantly lined on both sides with footways. A number of designated pedestrian crossing facilities exist to enable pedestrians to cross the busier roads in relative safety. However, Alexandra Road, High Cliff Road and the railway line act as barriers between the seafront and the main town centre area.

Cycling is catered for in a series of on-road and off-road cycle routes within Cleethorpes, as shown on the North East Lincolnshire Council Cycle Guide. The streets within the town centre are designated as “quiet roads”. The North and Central Promenades are also designated as “quiet roads” and these link into off-road cycle routes at both ends. This provides a continual cycle link from Thorpe Park in the south to Harrington Street in Grimsby to the north. There are also several cycle parking facilities provided both within the town centre and along the north/south route.

Cleethorpes town centre is well served by public transport with a rail station providing regional connections and bus services along the major routes. However, buses do not stop next to the rail station - the nearest bus stop being a five minute walk away, which means that interchange between bus and rail is not particularly good. Buses within the town centre follow routes along Alexandra Road/Highcliff Road/Kings Road and onwards to Grimsby, which operate on a fifteen minute frequency. Additional services are available which operate within the town centre on a frequency of up to ten minutes, although this reduces to thirty minutes at weekends.

Cleethorpes Railway Station is served by a range of services provided by First Trans Pennine, Northern Rail and East Midlands Trains. First Trans Pennine provides an hourly service throughout the day between Cleethorpes and Manchester Airport, stopping at a number of strategic destinations along the way where national connections can be made. Northern Rail provides a 2 hourly link to Hull, although the train only goes as far as Barton on Humber where passengers have to disembark and take a bus for the remainder of the journey. There are also aspirations to introduce a direct service to London. Public transport within Cleethorpes is also supplemented during peak periods by the Cleethorpes Coast Light Railway and Road Train which together provide a link from the Pier to Pleasure Island. This has the potential to offer an increased service to support trips along this corridor into the town centre.

Vehicular traffic can approach Cleethorpes from the strategic highway network via the A16 in the south, and the M180/A180 in the west. However, given its direct connection to the motorway network, the western link (A180) is the one favoured by most traffic entering the town, which results in congestion during summer Sundays and Bank Holidays. The A180 connects to the A1089 at Isaac’s Hill, which becomes High Street and connects to Alexandra Road at the northern end of the town centre. Queen’s Parade ultimately connects to the A16 at Peaks Parkway, and forms the primary southern route to/from the town centre. Kingsway connects to King’s Road and together they provide a highway link from the town centre to the Thorpe Park holiday site, Humberston Fitties, and the leisure facilities at Pleasure Island.

Cleethorpes provides a mix of car parking opportunities ranging from short stay shopper parking, to long stay commuter parking and tourist parking. There is a total of 1685 council run parking spaces with 254 designated as Short Stay only, 71 Long Stay Only, and 1360 which cater for all types of stay including tourist visitors. Consequently, parking in Cleethorpes is spread out across the town with shopper/resident parking concentrated around the town centre areas, and tourist/visitor parking concentrated along the Central Promenade and the Boating Lake area.
Flood risk 2006 key

- **Flood defence**
- **Zone 3i** (high risk, but with a low vulnerability to flooding)
- **Zone 3ii** (high risk and high vulnerability)
Flood risk

Environmental policies, including foreshore management and SSSIs impose constraints on activities and structures along the foreshore.

The main source of potential flooding comes from the overspill of tidal sea defences. With current sea level rise predictions of up to 0.3 metres in the next 50 years and by up to a metre over the next 100 years, the Environment Agency (EA) has developed the Humber Flood Risk Management Strategy in order to consider the long term protection of communities and habitats in this area. The sea defences along this section of coastline are designed to cater for a 1 in 200 year tidal event.

The North and North East Lincolnshire Strategic Flood Risk Assessment (SFRA) (2006) shows the areas which are at risk of flooding if the flood defences fail. It takes into account the effects of climate change and sea level rise over 50 years. The maps also give an indication how severe flooding would be in different areas. The SFRA identifies two zones within Flood Zone 3: 3(i) and 3(ii). Areas in 3(i) are defined as at a high risk, but with a low vulnerability to flooding. Areas in 3(ii) are defined as both at high risk and high vulnerability.

The SFRA is being updated to meet the requirements of Planning Policy Statement 25 and is expected to be available just after the publication of this SDF. This will take into account 100 years of climate change and sea level rise and will provide a more accurate indication of the scale and nature of the risks from flooding in the district.

The main focus of proposals in this SDF for public realm improvements and new development is on the highest level of land in this section of the Humber Estuary and is not within a flood risk area. Notable exceptions to this include along North Promenade where current policy suggests that the EA would be opposed to the construction of any overnight accommodation.

Planning Policy Statement 25 (PPS25) Development and Flood Risk shows the types of development which are classified as More or Less Vulnerable. As a principle the vulnerability class of new development should be lower than existing if possible. Ideally all uses in areas at risk would be ‘Water Compatible’. This cannot always be the case so the EA would then prefer to see Less Vulnerable uses. At present the majority of the North Promenade is made up with Less Vulnerable uses, such as the Market and Arcades and so on. There are a few More Vulnerable uses at the moment, for instance the pub, and ideally these uses should change to something Less Vulnerable in the future.
Introduction

The key to delivering new developments in the town will be the ability of the local market to support proposals and attract both public and private external investment to enable projects to proceed. The key property sectors supporting the Strategic Development Framework (SDF) are residential, retail, tourism and leisure which have been considered below.

Residential

Cleethorpes residential property to the north of the town centre is dominated by high density terraced housing that was built for Grimsby’s dock workers. As a proportion of local housing stock, just below 40%, terraces are considerably higher than the national average of 26%. Detached and semi-detached villas and bungalows comprise much of the housing stock to the south and west of the town centre, with a number of pockets of new build and post millennium housing.

Set against other popular East Coast Yorkshire/Lincolnshire towns of Scarborough, Bridlington and Skegness, whilst Cleethorpes has the lowest on-average achieved sale price, it has experienced the highest rate of capital value appreciation between 2004 and 2009. This may be in part attributable to new build development of housing rather than apartments in the town.

<table>
<thead>
<tr>
<th>Location</th>
<th>Jan 2004</th>
<th>Feb 2009</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleethorpes</td>
<td>£66,236</td>
<td>£90,998</td>
<td>+37%</td>
</tr>
<tr>
<td>Scarborough</td>
<td>£122,365</td>
<td>£109,572</td>
<td>-10%</td>
</tr>
<tr>
<td>Bridlington</td>
<td>£117,046</td>
<td>£102,800</td>
<td>-12%</td>
</tr>
<tr>
<td>Skegness</td>
<td>£109,348</td>
<td>£105,893</td>
<td>-3%</td>
</tr>
</tbody>
</table>

Local transactions have been and continue to be dominated by terraces and semi detached properties despite the overall fall in transactional volume recorded in the 12 months to January 2009. Between 2004 and 2008 the traditional terraces to the north of the town centre are the least volatile house type, with consistent price growth across all houses and flat types with the exception of the detached sector where there has been a drop in achievable house price.
Housing Supply & the New Build Market

The future success of the new build residential market in the context of the SDF is dependent upon economic improvement, the availability of development finance, the ability of purchasers to get mortgages and the re-establishment of confidence across the finance and employment markets. Commentators are forecasting stagnation in 2010, with house price growth rates beginning to re-emerge in 2011. A substantial increase in unemployment may halt the housing market recovery as it would lead to weakened demand and the lack of central government grant for affordable housing for the next 2-3 years will also limit the ability of key schemes to be delivered in the short term. However, Cleethorpes housing market performance over the past few years may well attract developers to invest in Cleethorpes ahead of other towns.
Retail

The retail offer in Cleethorpes serves a different function to the primary retail area in Grimsby centred on Freshney place. Whereas Grimsby offers a series of destination stores such as Marks and Spencer, House of Fraser and others that cater for the wider North East Lincolnshire / North Lincolnshire catchment area, Cleethorpes is essentially a local offer. The difference is reflected in rental levels. At summer 2010 prime rents in Grimsby have reached £135psf zone A, the best rents in Cleethorpes peaked at £35psf. Cleethorpes as a retail destination will never directly compete however it can provide a valuable complementary offer for example through the niche retailing in Sea View Street which can attract shoppers after a different experience and capture visitor spending more effectively than the mainstream offer.

The SDF places an emphasis on enhancing the current retail offer with particular focus on the independents on Sea View Street and the improving the environment of St Peter’s Avenue. At present, Cleethorpes has few high profile brands occupying the main retail strip along St Peter’s Avenue and its immediate surroundings. Only two, Boots and Wilkinson, of the Focus Top 20 Retailers are present – a third Woolworths closed nationally in January 2009. While the higher profile brands are limited, Cleethorpes does benefit from the presence of a number of national brands.

In addition to national brands, the avenue has a proliferation of local traders incorporating clothing boutiques, jewellery, children’s clothing shops and furniture and carpet shops along side high street grocers, butchers and bakers. This relative strength of the retail offer along St Peter’s Avenue is supported by its ranking as the number one retail street in Cleethorpes.

Retail rental levels in Cleethorpes/Grimsby have undergone a steady but sustained upward trend throughout the last three decades, only dipping in the early – mid 1990’s. In respect of achievable rental values, Cleethorpes/Grimsby is outperformed only by the regional cities of Hull and Lincoln. In yield terms, Lincoln is prime at 6.25% followed by Doncaster, Scarborough and Hull – although achievable rents in Scarborough and the other seaside towns of Skegness and Bridlington are considerably lower than Cleethorpes/Grimsby although it should be noted that the figures are not Cleethorpes specific, but take in to account the wider Cleethorpes-Grimsby conurbation. Grimsby has a stronger retail offer in terms of big brand anchor stores and this, coupled with a larger urban population (circa 87,500 as at the 2001 census compared with circa 36,000 for Cleethorpes) gives Grimsby an advantage in terms of footfall. In terms of requirements to locate in Cleethorpes, demand has remained relatively consistent since 2006 – dipping by approximately one third in the period end 2007 to Jan 2009 – though this is most likely to be attributable to the economic downturn dampening the number of new starts and relocation of businesses.

Cleethorpes has a reasonable retail offer that has shown some resistance to the pressures in the wider economy. Nevertheless, consumer sentiment can move quickly and renaissance interventions which recognise the potential of the local, niche and night time economies and aim to improve retail environments and attract footfall will be helpful to support and enhance what is already there.
Tourism and leisure

The SDF is looking to support and increase the leisure offer within the town centre. However, since the economic downturn, there has been a marked slowdown in leisure investment as a result of the increased difficulty in financing new projects. This has had a significant negative impact on development.

Cleethorpes tourist accommodation offer is dominated by static caravan/mobile homes plus the unique offer from the Humberston Fitties with over 300 holiday chalets, the construction of which began at the end of the First World War. The chalets are mainly of timber construction, though some properties constructed in the 1950’s and 1960’s have concrete panelling. The area has been identified as a Conservation Area (as a result any alterations must comply with a prescriptive design guide) and the property’s Grade II Listing.

The properties within the Humberston Fitties tend to be most popular as second/holiday homes. If the properties are let on a short term basis (say, 1 – 2 weeks during the summer months), this tends to be done privately rather than advertised as a holiday let.
As with many east coast seaside resorts, Cleethorpes is a popular location for static caravan/trailer park holidays. The two main destinations in Cleethorpes are the privately owned Beachcomber and Thorpe Park operated by Haven Holidays – both offering extensive static caravan accommodation and entertainment facilities. In terms of the local leisure market, there are a number of mid-size hotels throughout North East Lincolnshire. In Cleethorpes itself, the 52 bed Kingsway Hotel and clusters of B&B accommodation.

The seafront along with many seaside resorts provides a significant element of amusement arcades, restaurants, fast food establishments and public houses. Such uses are highly dependent on footfall hence the current proliferation around the station and along the seafront. An increase in the diversity and quality of this offer would help other sectors such as retail and commercial and the SDF is focussed on achieving this through redevelopment of key sites and the creation of new accommodation around the golden loop.

Conclusions

Attracting private finance will prove to be one of the primary challenges for Cleethorpes. There are opportunities within each property sector however investors are traditionally cautious and are unlikely to commit to a project without the knowledge that wider issues are being addressed that may affect future commercial prospects. The renaissance programme is therefore crucial in helping to create market confidence by highlighting that there is a comprehensive strategy in place to address all economic and social issues. From a public sector viewpoint, the local authority and its partners need to ensure that it is supporting schemes that will have the maximum impact and act as a catalyst for further investment.

Much of the public investment within the early phases of the renaissance programmes should be focussed on project preparation and de-risking opportunities in anticipation of an upturn in the economy. Without this baseline work being undertaken, it is unlikely that developers will target the more challenging projects within the programme and focus instead on easier opportunities, the ‘low hanging fruit’, which may contribute less to the regeneration of Cleethorpes.
Renaissance objectives
In recent years Cleethorpes has been affected by the demise of traditional industry, such as deep sea fishing, in addition to the loss of heavy manufacturing industries in nearby locations such as Grimsby and the general decline of the UK tourism industry. Cleethorpes needs to overcome a series of challenges if it is to become a sustainable and competitive town that can support regional economic objectives. These challenges are both physical and socio-economic, and need to be addressed together to maximise benefits for the town.

Despite these challenges, there are some golden opportunities for the town to build upon its existing reputation as a good place to live and to promote sustainable economic growth and quality of life for all. Home grown tourism is forecast to be a strong sector over the coming years and the town has much to offer by way of heritage and quality of its environment. The key challenges and opportunities for the renaissance programme are summarised below.

<table>
<thead>
<tr>
<th>Key Challenges</th>
<th>Key Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>» Declining population, particularly amongst the younger generation</td>
<td>» To build upon Cleethorpes’ strong identity</td>
</tr>
<tr>
<td>» High rates of unemployment and employment leakage to other areas</td>
<td>» Continued diversification of the local economy and the tourism offer to create a stronger year round economy and attract a wider range of visitors</td>
</tr>
<tr>
<td>» Seasonal economy and dependence upon a low value employment, particularly in the tourism sector</td>
<td>» To build upon the success of the extensive Blue Flag Award Winning Beach</td>
</tr>
<tr>
<td>» Low competitiveness, productivity and skill levels</td>
<td>» New cultural and non-seasonal facilities and attractions</td>
</tr>
<tr>
<td>» Pockets of significant deprivation and issues with crime / anti-social behaviour</td>
<td>» Prominent vacant buildings and sites in town centre</td>
</tr>
<tr>
<td>» Perceived conflicts over the role and function of tourism within the town</td>
<td>» The presence of some unique heritage assets</td>
</tr>
<tr>
<td>» Image and the ability to attract inward investment</td>
<td>» To enhance the arrival points, particularly the Railway Station in the centre of the town</td>
</tr>
<tr>
<td>» Preserving the historic environment</td>
<td>» Active local community, particularly amongst the younger generations</td>
</tr>
<tr>
<td>» Lack of definition of a clear town centre and a ‘hub’ of economic activity</td>
<td>» Development opportunities that can provide local employment opportunities and enhance the availability of business accommodation</td>
</tr>
</tbody>
</table>
| » Ineffective use of key strategic buildings and sites                       | }
Reflecting on the challenges and opportunities presented above, the goals for this SDF can be summarised as follows:

» Encourage partners, stakeholders, businesses and residents to work together in partnership to deliver a joint commitment to transforming Cleethorpes into a attractive place for all to live, work, visit and invest in;

» Drive forward the physical and economic success of the town by building upon existing strengths and assets, particularly in relation to heritage, the natural environment, the tourism sector and enterprise amongst the younger generations;

» Broaden the existing tourism offer to establish a year round visitor economy with an improved offer, and further diversify and enhance the sustainability of the local economy through providing opportunities for higher value business activity;

» Develop safe, convenient and sustainable modes of movement around the town linked to the key gateways, to enable people to access and enjoy the environs of the town;

» Respect and promote the unique natural environment and ensure that sustainable development is at the heart of the renaissance activity;

» Unlock the development potential of the currently under-utilised key strategic sites and buildings within the town centre to promote appropriate uses and solutions to benefit the town as a whole;

» Enhance the image and branding of Cleethorpes through improving its physical aesthetics in addition to encouraging a more diverse and differentiated offer, in particular building upon the existing vibrant arts and cultural offer;

» Promote an excellent quality of life for all, through providing access to a wide range of high quality educational, health, recreational and housing services and facilities.
The key principle behind the renaissance strategy is to limit the town’s reliance on summer seasonal activity which is also at the mercy of the weather. The town can progress with a focus on tourism objectives, and whilst that would improve the offer and increase activity, it must also have year-round goals so that Cleethorpes becomes a place that people come for a weekend in November, bring the children to in February half-term or attend new year celebrations in quality hotels and restaurants, as well to sit on the beach in July. That approach, combined with an enterprise strategy which raises aspirations of running businesses among schoolchildren and raises awareness of opportunities in Cleethorpes allied to the creative and professional sectors, will begin to address the seasonality issues. The visitor will need to see improvements in quality – not just in terms of the streets, but in the facilities and even in the shows and attractions.

The projects set out in this document have been identified with the renaissance goals at their heart - a fundamental improvement in ‘quality’ across the town is required if Cleethorpes is to attract private sector investment and raise its economic performance. Cleethorpes needs to be clear on its priority investments - those that will change image, perception, recreate high quality of place and provide opportunities for a diversified and strengthened business sector need to be high on the agenda.
Objective 1. - Connecting the ‘tourist’ and ‘residential’ town

The first objective of the renaissance process is to celebrate and connect the ‘tourist’ town with the ‘residential’ town. The aim is to provide an attractive prospect for visitors from the region looking for a day or weekend break in Cleethorpes as well as for holiday makers staying in the south of the resort with improvements to the urban environment and amenities in both the town centre and along the foreshore. These improvements will also raise the quality of life for all those who live and work in Cleethorpes.

For many people, Cleethorpes is a tourist resort, principally a place to visit; to others Cleethorpes is a place to live and work. This dichotomy is due to the town’s location and the way the settlement grew. The stretch of sand along the Humber Estuary has attracted visitors for centuries and the railway company, seeking to improve the tourist offer for its passengers, put the foreshore infrastructure in place. The adjacent town of Grimsby has always been an important employment hub, requiring housing for its workers. Enhanced by its beautiful beach, Cleethorpes also became an ideal place for residential accommodation.

However, this ‘split personality’ has resulted in a sense of fragmentation. The ‘heart’ of the urban environment – which should be the market place – is disconnected from the rest of the town, and has become neglected and run down. There is no clear route or destination focal point for those who leave the Promenade and want to head for the town centre. The tourists who stay at the south end of Cleethorpes generally do not use the town centre for their eating and entertainment. Day-trippers arriving by train rarely venture from the beach adjacent to the pier and railway station.

The renaissance process provides Cleethorpes with the opportunity to build on the attributes it already has by identifying early win activities, short term ‘Time is Now!’ and medium to long term interventions that will improve connections between all parts of the town and, in particular, reinvigorate the heart of the town, improve the linkages to it from the foreshore and give new life to the Central and North Promenades.
The Golden Loop

The concept of a ‘Golden Loop’ emerged at the Community Planning Weekend. It was suggested that a series of projects would help unite key areas of Cleethorpes town centre, in particular by ensuring the delivery of high quality public realm and by focusing on specific spaces and a number of significant buildings within the circumference of this route.

The local community who took part in the community planning process were dismayed at the neglected nature of the market place and pointed out that visitors were not encouraged by design, signage or quality of streetscape to make their way from the attractive seafront, with its flowerbeds and golden sands, to the less visible shopping streets. It was as though Cleethorpes was ashamed of its hidden treasures, despite this in fact being the heart of the town.

The ‘Golden Loop’ has thus both a symbolic and physical role to play in the regeneration of Cleethorpes. It addresses key community aspirations including the retention and maintenance of important heritage buildings. The aim is to create memorable places that will act as a driver for the economic and cultural regeneration of the town and reconnect the town with the seafront offer. Sites that are currently blighting the centre of the town will be a focus for new buildings, bringing jobs and liveliness to the streetscape. Areas of Cleethorpes that are vacant, derelict or underused will become a source of creative inspiration, not an eyesore.

The route of the ‘Golden Loop’ includes streets that fall within the Central Seafront Conservation Area. These reflect the heritage of Cleethorpes and have a distinctive quality and character. Alexandra Road in particular has a series of elaborate cast iron columns and balustrades, an impressive reminder of the town’s Victorian and Edwardian past.

The ‘Golden Loop’ has at its core the principles enshrined in good urban design. Streets should always be active and interesting. People should be provided with a variety of routes to a variety of destinations, combining accessibility with legibility of movement and integration of uses, especially at key nodes. Landmark buildings create interest and provide variety. The public realm should at all times offer a pleasurable experience, an attractive physical form, clear spatial organization and diverse contents.

An insistence on quality will engender a sense of civic pride in the public realm which will complement the positive efforts made by local people in such projects as Cleethorpes in Bloom and the Christmas Market. By focusing regeneration initiatives on improving the urban fabric, removing blight on vacant sites and improving shop fronts there will also be immediate economic benefits to the town, through increasing footfall and improving its attractiveness as a place to live, work and visit.
Celebrating the foreshore

Cleethorpes is spread out along the coast, which defines the character of the town. Its unique selling point is its four mile beach and Cleethorpes’ future success will be intimately connected with this stunning natural feature. There was consensus during the community planning process that there had been insufficient recent investment in the traditional tourist areas next to the Pier, the Railway Station and North Prom. The Railway Station was considered to be one of the most rundown areas of the town and lacking in basic facilities, despite its unique location which enables visitors to have immediate access to a popular beach.

In recent decades most investment has been focused on the southern foreshore with caravan parks and leisure activities. This has resulted in a mismatch of facilities and a disconnection along the seafront. Visitors by train, that are mainly day trippers, find it difficult to make their way south and tend to spend their time around the North and Central Promenades. Overnight holidaymakers who stay at the southern end of Cleethorpes rarely venture north to visit the town and northern foreshore. When they do, they are often disappointed with what is on offer and are put off from returning.

The southern foreshore’s resort offer is relatively successful and there are already a number of enterprising businesses equipped with drive and passion. But for Cleethorpes to fulfil its full potential and meet local aspirations as a 21st century resort two strategies should be followed. First, the areas around north and central promenade must be rejuvenated, along with the town centre, so that in combination with existing amenities Cleethorpes can provide an all round traditional seaside resort experience that also fosters enterprise and facilitates business growth. Second, the tourist offer must be expanded to exploit the potential for year round festivals and events and environmental and recreational tourism, which goes hand in hand with a requirement for an uplift in the quality of the accommodation and food offer.

For this reason the foreshore renaissance projects focus on the north and central areas because it is here that the private sector has been unable to bring forward investment in quality development and amenities. These will also link with the Golden Loop projects in the town centre that also have a strong business growth focus.

It is vital that, through the Town Team, local entrepreneurs and stakeholders are closely involved in developing these strategies so they have ownership and involvement in their delivery and future management and maintenance.
Objective 2. Unlocking Cleethorpes’ development potential

Cleethorpes offers a wide range of development sites and opportunities involving residential, leisure, retail and to a lesser extent commercial uses. This Strategic Development Framework highlights the key development opportunities which will have the greatest impact both socially and economically. These opportunities will be unlocked by enhancing the resort’s offer and changing the nature of the place, in particular by delivering quality public realm as a catalyst for attracting new investment.

The Framework does not rely on a single big ticket solution but aims to bring together a series of strategic interventions to make more of what is already there and help to bring new investment to the town. The projects are centred on the Golden Loop and ‘Celebrating the Foreshore’ projects and anchored by the improvements to the Railway Station, St Peter’s Avenue, Alexandra Road, the market square and Sea View Street. These projects, providing important opportunities for developing public/private partnerships and focus very much on the heart of the town. Its vitality and appearance are fundamental to external perceptions and its ability to attract investment and occupiers that in turn will help unlock other opportunities in the town. Delivered collectively, they will have a greater impact than individual schemes by creating critical mass.

In broad terms, all the opportunities are potentially deliverable, however preparation work needs to be undertaken by site owners, investors, the business community and the local authority. The baseline analysis undertaken in the early stages of the preparation of this SDF has highlighted demand from within the residential, retail and leisure sectors that could be harnessed if the sites are to be moved forward to a state of readiness. The delivery pro-formas in a parallel document available from NELC highlight the work which needs to be undertaken on each project and the challenges which need to be overcome to achieve this. The lack of funding / finance through macro economic conditions is undoubtedly the most significant short term barrier and the delivery framework is realistic in its short term aims. The town essentially needs to ensure that feasibility and land assembly work has been undertaken so that development sites are deliverable when the economic conditions are favourable.

Principle for unlocking the development market

To unlock the development market, the SDF needs to concentrate on removing the barriers to development. The SDF cannot influence macro economic factors but it can focus on local challenges and opportunities.

The key principles are

» Leadership – the need to doggedly pursue opportunities that have been identified and contribute to the overall strategy;

» Resources – ensuring sufficient resources are available to deliver and prepare projects;

» Prioritisation – focussing on the immediately deliverable initiatives that maximise benefits rather than attempting to spread resources evenly;

» Creating confidence - investors make decisions primarily on historic performance and track record. Successful schemes will act as a catalyst for further investment;

» Aligning policy with market conditions - ensuring that planning and economic policy encourages developers rather than presents further barriers;

» Keeping it simple - projects need to be broken down into manageable phases in keeping with market conditions.
"We don’t want to kill what Cleethorpes is, but we want some choice, some alternatives. Do we make the most of the natural things we have here? The water? The beach? What about bird tourism?"

Cleethorpes is home to many businesses – some more visible than others, and some not connected with tourism. For the town to increase its prosperity and provide more employment opportunities, it is crucial that the business community work together and take advantage of the momentum of the renaissance programme. To this end, future enterprise opportunities should focus on innovation, promotion and small business support to facilitate the start-up and growth of new businesses, but also to support existing business stock - i.e. to be more innovative and competitive within the town. This could include physical measures such as dealing with the lack of a property offer, through to strengthening support and brokerage services within the town. Fostering and enhancing partnerships with further education establishments is likely to be key, especially in terms of high level skills provision, enterprise education and supporting the business start-up/growth agenda.

The small business sector has long been recognised as key to enhancing and diversifying local economic activity, particularly in smaller settlements where peripherality or environment may prevent large businesses and employment generators relocating or becoming established. Encouraging enterprise, essentially the creation, growth and retention of small businesses, has therefore been a focus of public sector policy and investment. North East Lincolnshire at present has only 27 VAT registrations/per 10,000 population as against 30 regionally and 38 nationally.

Cleethorpes can improve its opportunities by fostering and retaining a greater level of small businesses and helping them through the growth pipeline as a driver of a diversified and high-value local economy for the town. Importantly, this would also support the current E-factor (the local name for the Local Enterprise Growth Initiative (LEGI)) and the Council’s Local Small Business Support Grant. This objective would also assist in delivering the Council’s Regeneration and Community Strategies.

Within the tourism sector there is a perceived conflict between those who want Cleethorpes to remain a traditional seaside resort and those who wish to promote the wider offer, including environmental and activity tourism. However, for the town to fulfill its potential as a 21st century destination, as well as being a successful place to live and work, it is essential to cater for as many interests as possible. Cleethorpes’ multiple identity should be seen as an asset, enabling those who work in different sectors (be it media, design, retail, catering, events or accommodation) to benefit from each other’s talents and ensure economic vitality for the town as a whole. Higher aspirations should be encouraged and supported. Both traditional seaside tourism and environmental and activity tourism can be the province of small to medium sized businesses, they can be the brainchild of both young and old. The challenge is to foster a spirit of entrepreneurship in order to bring about renewed economic vitality to this residential resort.
1-2. San Francisco exploits the area of salt marsh at Heron’s Head by displaying interpretation boards, encouraging art and education projects by local schools. It remains a place for residents and visitors to walk, jog and enjoy the natural environment.

3. Salt marsh growing to the south of Cleethorpes
4. Kitesurfing at Cleethorpes
5. Windsurfing at Cleethorpes
6. Other extreme sports: wake boarding
7. G.Y.P.O.’s skating projects
The beach will always be a significant attraction. To that end, relevant amenities – including modern toilet and changing facilities, and shelter from the weather - must be provided for the ‘bucket and spade’ visitors. At the same time, it is important to encourage a broader tourism draw, one that will capitalise on the SSSI through the provision of routes and viewing areas. Cleethorpes’ economic vitality would benefit from the creation of new environmental and recreation attractions, for instance promoting the town as a destination for bird watching and eco-tourism. There is an aspiration to design and build an outdoor education centre to make the most of the SSSI. The ecology of the Humber foreshore could provide a source of inspiration for children’s art-work and wider educational projects.

The SSSI designation imposes restrictions on physical development along the foreshore. However, for the long term economic vitality of the town, it is essential to consider opportunities for indoor and outdoor recreational facilities appropriately located adjacent to the beach which might provide increased benefits to both local residents and visitors. Although some people see the presence of saltmarsh to the south of Cleethorpes as a threat to the ‘beach’ experience, there is an opportunity to exploit this natural resource as part of the long term renaissance of the town. Boardwalks placed in appropriate locations along the beach would aid accessability. Bird hides and information panels would help to improve the green tourism experience.

The wild edges of Cleethorpes create many opportunities for natural recreation activity with the potential for cycle paths and healthy walks that could link inland green spaces with the foreshore and help to connect the north foreshore to the south. Leisure and adventure opportunities for all ages and abilities can be incorporated within the existing open areas inland and along the foreshore to ensure that there is a holistic and accessible recreation and tourism offer available to all. Investment into the existing green spaces to improve the overall green infrastructure and provide recreation spaces throughout Cleethorpes will help to unite the residential neighbourhoods with the visitor areas. Such projects could include the refurbishment of Sussex Recreation Ground, the introduction of a ‘greened up’ Clee Boulevard and improvements to Chapman’s Pond.

Landmark kiosks providing interpretation and beachside facilities would add quality and create a special ‘Cleethorpes identity’ along the four-mile seafront. The design of such kiosks could be a competition project, which could make use of local talent and create a focus for publicity. The natural environment also provides an opportunity to promote Cleethorpes as a kite and wind surfing centre. The extensive beach to the south of the town is an ideal place for other extreme sports such as sand yachting. New practical amenities are required for water and activity sports such as toilets and changing facilities. There is a strong aspiration to revive the kite festival and knit together other ideas to exploit the full potential of the extended foreshore.
1. East Beach Cafe, Littlehampton
2. Beach huts, Scarborough
3-5. Beach and promenade installations, Tel Aviv
There is also an aspiration to create an indoor skateboard amenity which would be supported by local skating enthusiasts and attract people from elsewhere. Giving Young People Opportunity (GYPO) is a vibrant local youth organisation that is working hard to raise funds for such a centre. Although recreation and leisure pursuits are not confined to young people, this is something that they enjoy and support. Existing amenities should receive ongoing investment. The commitment and enthusiasm of the young people involved in many of these activities needs to be supported, to keep them in the town. Cleethorpes will benefit in the long term from the results of such youthful entrepreneurship.

Cleethorpes’ economic future is as a small and medium business location in tourism but also non-tourism related sectors. There may be opportunities for larger investments to take place in the town, but broadly its success will be driven by local people and local businesses growing opportunities with support as required from Business Link, the public sector and others. Programmes elsewhere have worked successfully at school and college level to promote the benefit of entrepreneurship and enterprise education, with the objective or producing more ‘enterprising’ citizens. An enterprise strategy that was focused on Cleethorpes, but coordinated with a district and sub-regional strategy, would identify the key measures to increase business start-up, growth and retention, ultimately to increase employment and higher value activity. The enterprise strategy would identify the gaps to achieving these objectives at the Cleethorpes level, which may be distinct from those at the district level, from fostering enterprise within Cleethorpes’ schools, to business mentoring from successful entrepreneurs through to addressing accommodation needs. This would focus on the opportunities that Cleethorpes has for new business – largely around an expected growth within tourism and hospitality sectors and the support activity that can grow from that, in the professional, creative and service sector.
Getting around key

- Pink: Existing main routes into Cleethorpes
- Dark blue: Alternative signed routes
- Green: Enhanced parking provision and transfer to alternative mode
- Light green: Long-term aspiration for park and ride
- Teal: Potential variable message sign
- Dark blue: Potential direction sign
- White: Alternative modes inc road train, light rail, cycling and walking
“Getting around the resort is key to the town’s success and sustainability.”

A key objective of Cleethorpes Renaissance is to improve green and healthy connections both within Cleethorpes and out to the wider landscape.

Most people arrive in Cleethorpes by car and there is a problem of cars driving through the town and a lack of easily accessible alternative transport. The future of movement within Cleethorpes should be focused on effective parking strategies at town arrival points and green modes of transport, particularly public transport, cycling, walking and the land train. There is already a network of parks, ecological areas, recreation areas, productive green spaces and tourist hotspots throughout Cleethorpes that should be enhanced and better connected. Improving cycle and footpath connections to and between these areas will help to open them up to the local and tourist population.

Cleethorpes is a family resort but there is separation between the north end, which caters largely for day visitors, and the south end where a large number of holiday-makers stay. The renaissance of Cleethorpes will help to attract people to the resort and enhanced physical connections will facilitate an improved flow in both directions and benefit both sections of the visitor economy.

Connections between the north and south of the town can be enhanced by improving routes up and down the seafront and by making the most of what is currently available. It should be easy for people to go from arrival by train to road train to light railway. Building upon the success of the land train and encouraging a more comprehensive service to the south of the resort will help to connect the Fitties and Thorpe Park area with central Cleethorpes. As well as the north-south separation, there is also disconnect between central Cleethorpes and its edges. The town is surrounded by a wealth of ecological and landscape features which can be celebrated and enhanced for both the tourist and local population through improved connections.

Drivers usually assume that they will be able to park their vehicles within a reasonable distance of their final destination, accepting that sometimes, in congested areas, this might involve some time searching for a space. However, personal judgements of what constitutes an acceptable place to park vary considerably in terms of location, size of space and charges levied. Drivers will also consider the security of their cars and, possibly, their own personal safety, when choosing where to park.

Parking availability and characteristics can strongly influence a driver’s choice of destination and for a tourist destination such as Cleethorpes this is an important factor in securing the economic viability of the town. It is understood that at present the idea of Park and Ride is not economically viable for Cleethorpes but this will remain a long term aspiration for the resort. But a parking strategy that parks people as soon as possible when they enter the town will reduce the volume of traffic through the centre during busy summer periods, and encourage people to use public transport, walk and cycle. It will also enable a reallocation of road space for public realm improvements and/or the allocation of short stay parking spaces to support local business activity. Getting the parking right will not only enable commercial and cultural activity to flourish, it will also contribute to environmental objectives on air quality, noise, safety and benefit the ambience of the town.

Existing cycle routes should be extended to enable people to get around town, explore the wild edges of Cleethorpes and move easily along the seafront to Grimsby and south to the Fitties. A bike hire business located at strategic points would greatly improve ease of movement and add to the tourism offer.
Green network key

- Park to be upgraded
- Recreation
- Productive greenspace including allotments
- Woodland
- Habitat
- Existing cycle network
- New cycle networks
- Facilities
- Cycle hire
- Light railway
- Road train
- Proposed road train extension
- ‘Clee Boulevard’ green corridor
A map that shows the wider extent of Cleethorpes and identifies the town’s activities should be located at a visible location adjacent to the train station. This map should also highlight the various options for connections to these local activities.

Signposts should encourage healthy movement and could offer distances in footsteps and time rather than miles. To promote fitness and wellbeing a campaign to encourage people to take 10,000 steps per day could be linked with these signposts to encourage walks around Cleethorpes that link together destinations and attractions.

There is an aspiration for the light railway to extend its route. A new connection with Thorpe Park would bring obvious benefits to the local economy, as ease of transport would encourage visitors to explore more of the shops and amenities in the town centre and enhance their experience of staying in Cleethorpes. Increased footfall from those using the light railway would positively benefit the craft workshops at Meridian Point.

Public transport must be accessed from appropriate points along the Promenade, Kingsway and beyond, linking up with any new commercial outlets and public spaces that are created during the renaissance programme. A new rail/bus/taxi interchange at the Railway Station would provide immediate benefits in terms of connecting up the town for those who arrive at Cleethorpes without a car.

There needs to be much better disabled access around the town and on to the beach. This would increase the tourist offer and attract those who may have mobility impairments.

Opportunities to promote connectivity around the town should be encouraged, through both the Local Development Framework process and as part of any wider development schemes. Parking policy should be determined as an integral part of the overall Transport Policy for Cleethorpes. This will ensure that the objectives of the parking policy contribute effectively to wider transport policies such as traffic restraint or accident prevention. Formulating a robust policy will ensure that the needs of local residents, businesses and visitors are all adequately addressed to ensure that car parking serves the needs of the town as a whole. Parking for motorcycles and bicycles should also be considered.

### Key principles

The key principles to deliver a sustainable movement framework in Cleethorpes are:

- Reduce traffic within the town centre by discouraging through movement;
- Encourage the use non-car transport modes;
- Create a pedestrian, cycle and public transport friendly town;
- Co-ordinate and manage parking more effectively, particularly during the peak summer months;
- Improve public transport service provision and provide better information;
- Improve bus/rail interchange, including the land train and Cleethorpes Light Railway to promote better links between the north and south of the town; and
- Improve signing to decrease congestion and support the reallocation of roadspace.
Objective 5: Arts, culture and recreation

“Arts and culture is more than just concerts and museums - there's lots of talent in the town that needs to be supported!”

Arts, culture and recreation is an accepted driver for regeneration and could contribute significantly to Cleethorpes’ economy throughout the year and attract different market sectors. There is a need to provide a comprehensive and overarching strategy to inform and guide the development of the arts, culture and recreation within Cleethorpes. The strategy could send a positive message to the private sector that the public sector partners are committed to supporting the town’s cultural economy, encouraging a higher level of private sector support. The strategy could also help identify the potentials of the town, which in turn could create a branding opportunity within these sectors.

For the development of an arts strategy it is important for the public sector to decide upon an appropriate organisation to take responsibility for the strategy’s development. It would in any case be useful to map current cultural activity, target the main groups and individuals involved and work with them in developing the strategy. Some initial analysis around the supply and demand in relation to existing provisions in the town would help identify possible ‘quick win’ activities. Depending upon its recommendations, the strategy could result in the provision of new cultural facilities in the longer term, such as a dedicated arts gallery, an acting training school and new venues for concerts, theatre and other public events. It will be essential to confirm linkages between the need for cultural spaces and potential provision within existing buildings, such as the Town Hall, and/or the creation of specific art and performance spaces within the mixed-use transformational project at the Railway Station.

There is a thriving arts and cultural community within Cleethorpes, although those involved do not believe the arts sector should be confined within narrow geographical boundaries. To that extent, it is important to ensure the cultural offer spills out towards Grimsby and the rural hinterland where artists and performers also live and work.

Arts groups in the locale include theatre companies, choirs and orchestras, an actors’ training school, design studios and architecture offices. The Craft Units at Meridian Point provide studio and retail space for local artists and model makers. The North East Lincolnshire Arts Forum lobbies for the local arts community, organises an annual jazz festival and provides practical assistance to individuals. The Grimsby, Cleethorpes and District Civic Society seeks to celebrate, preserve and encourage the heritage, environment and culture of the area. Artlandish, a community arts group works throughout North East Lincolnshire on a wide range of creative projects. There are other local organisations involved in a wide variety of art forms, and many community arts practitioners are actively seeking to engage the Black and Minority Ethnic communities within the area.

Local schools actively encourage artistic endeavour and the Lindsey School is a dedicated Community Arts College. Children from Lindsey School, Matthew Humberstone School and Havelock Academy participated in the Community Planning Weekend. They prepared presentations that included photography, video and poetry, showing that the Arts play a key role in many local people’s lives from an early age.
There are several important local heritage collections without a home within Cleethorpes and Grimsby – these include photographs, costumes and paintings. The idea of utilising the Town Hall for exhibitions was one that emerged during the Community Planning Weekend. There are local people who aspire to build new museums in the area – one for miniature railways; another to celebrate the life of John Harrison, inventor of the marine chronometer. There is currently little specific commemoration of the Meridian Line that runs through Cleethorpes. The Miniature Railway Museum Trust is now based at Cleethorpes and a major exhibition was opened in July 2010 on the theme of Seaside Miniature Railways, in a 1000sq ft gallery beside the historic Cleethorpes Coast Light Railway.

In recent years Cleethorpes has suffered the loss of a number of theatres and performance spaces within the town centre. Entertainment now takes place in holiday park venues rather than on the sea front and events do not seem to be widely advertised elsewhere. The lack of connection between Thorpe Park and the centre of Cleethorpes impacts on such performances, which are likely to be attended purely by resident holidaymakers rather than by a mixture of tourists and permanent residents.

A new outdoor music venue, the events arena at Meridian Park has recently opened. In 2009 it hosted its first rock concert, as well as classical concerts, a fire and light show and the finale of Cleethorpes Carnival. However, the lack of easy public transport connections between the Railway Station, the town centre and the south of the town has an impact on attendance at the Arena and may ultimately affect the long-term success of the venue.

There is a widely held ambition to make Cleethorpes a year-round destination. The Meridian Point neighbourhood to the south of the town is already a focus for films and outdoor concerts. The cinema nearby can also host live theatre and is used as venue for the popular Class Act Theatre Company.

However, there is a notable lack of rainy day and evening entertainment in the town centre for both residents and visitors. The community planning process also revealed a lack of suitable space in Cleethorpes for groups to rehearse, perform, meet and exhibit work. New arts and culture space provision, for example in a mixed-use station area development would be a welcome addition to the cultural offer. There is an aspiration by many people to make much better use of the Town Hall, potentially as a suitable venue for the arts.

An idea put forward by the arts community is to develop the derelict beach hut plinths that overlook the sand dunes into individually designed spaces for artists. The area could in time become a ‘cultural quarter’ for Cleethorpes, linked to the craft units and the overarching Meridian project. The Boating Lake and the Discovery Centre, that overlooks the Humber Estuary, are located nearby; the Humber Estuary SSSI is an under-exploited asset of the area, inspiring artists and ecologists alike.
There is an aspiration to revive the local Town Twinning Association and to develop links with Cleethorpes’ twin town, Königswinter. As culture is not confined to urban boundaries, links with Grimsby’s twin towns could also be explored, such as cultural exchanges with Tromso and Bremerhaven.

There are a number of other early win activities which would endorse a commitment to the arts and show respect for the community’s interests. These include supporting and expanding local festivals, facilitating communication between existing groups and promoting more effectively what’s on and where to go in the area.

A calendar of events produced annually would be welcome. There is a need for a website and visible ‘advertising’ board at the station and elsewhere, perhaps near the pier. The Cultural Quarter is an information resource which should be much better used to promote ‘what’s on’. Another idea could be the creation of Cleethorpes ‘ambassadors’, staff employed to welcome visitors and to offer information at key locations in the town.

The beauty of Cleethorpes’ extensive foreshore, as well as its built heritage and history of tourism is a draw for a wide variety of arts practitioners. The area offers scope for public art projects, linking in with other local endeavours such as Cleethorpes in Bloom. Commissioned art work, such as the sculpted deckchair ‘Forty Winks’ already adorns the Promenade gardens. There is potential for artists to make art that is both practical and aesthetically attractive, such as sculpted bike racks and different forms of public seating.

An art-work project to brighten up Cleethorpes Station would show intent for this run down area. Local artists could be encouraged to design themed items of furniture to be placed around the streets of the ‘Golden Loop’. There are opportunities to create areas of public art using mosaics of ceramic tiles. Empty shops could be used for local artists to display their work or provide short-term rehearsal space for young people to play music, paint or hold poetry readings. The beach offers its own possibilities for creative art works, including sand sculpture and public performance, such as an outdoor music festival.

Recreation within Cleethorpes’ urban areas could be enhanced through a programme of urban ecology interventions and enhancements. This could be managed in co-operation with local artists and the local wildlife trust. Projects to enhance the productive value of urban green spaces through the growing of food and habitat enhancement can help to engage the local community with their urban green spaces, giving them a sense of ownership and understanding. Urban ecology projects should involve a wide programme of events, hands on workshops, festivals and demonstrations. Hugely successful projects have already been undertaken in Todmorden (Incredible Edible Todmorden) and Middlesborough (Middlesbrough Urban Growing) and have the potential to bring communities together and improve the recreational value of urban green spaces.

Increasing the cultural and recreational offer in Cleethorpes will enhance the existing attraction of the town, extend the tourist season and provide more for both residents and visitors to do, especially in winter months. This in turn will increase the economic vitality of the town and improve the quality of life for everyone.
Objective 6. Inclusivity and delivery

“We’ve got to move away from a seasonal economy. There is a lot of talent in this town that needs to be promoted, lots of small creative businesses are tucked away somewhere – they need to be part of the bigger picture.”

For Cleethorpes Renaissance to flourish, the community will need to be a key partner in progressing initiatives and championing the strategy. Local people must be enabled to fully participate in the delivery of Cleethorpes Renaissance, working through the newly created Town Team. This mechanism will provide the link between the community, North East Lincolnshire Council and funding partners. The status of this SDF is key in this regard - it has been prepared on an inclusive basis through wide consultation and has been adopted as the Vision and Statement of Intent by the Town Team. It provides the framework to support the preparation of local planning policy and action plan documentation for the town, in addition to underpinning the identified projects.

There is a diverse range of community activity in Cleethorpes and renaissance needs to engage and mobilise that energy and creativity. Although the physical regeneration of Cleethorpes will focus on the central area of the town, it is important that a ‘Renaissance Ripple’ can be created that supports initiatives throughout the whole of Cleethorpes. The SDF needs to move forward in a manner that retains the interest generated, particularly the work with young people, to ensure ‘joined up thinking’ and the coordinated development of appropriate facilities.

The establishment of the Town Team has already demonstrated the benefit of bringing groups and individuals across the town together. The Town Team, supported as required by professional officer input from the local authority and working with the SDF, can now start to work with existing structures and funding sources to enable some renaissance-inspired projects to commence in the short-medium term.

Renaissance needs to start somewhere - ‘to get the ball rolling’ - and making the most of any available resources is key in this regard. The Town Team could start to work closely with the Council to look at existing budgets, review funding availability to focus on the emerging SDF priorities across the town and consider early win activities to promote renaissance throughout the resort.

There are several funding sources available at present which could help in this regard, namely the Local Authority Business Grant Initiative (LABGI) which has supported local businesses, other recent investment through the Government’s Empty Shops Initiative to enhance empty shopfronts and the opportunities that may become available through the Government’s ‘Strategy for Seaside Success’. Other funding opportunities will emerge - the strength of this SDF is that it gives projects substance and supports funding bids by ensuring that investment is contributing towards wider economic development objectives for the town.

“We've got to move away from a seasonal economy. There is a lot of talent in this town that needs to be promoted, lots of small creative businesses are tucked away somewhere – they need to be part of the bigger picture.”
Delivery priorities
In common with most areas of the UK, private sector led development in the region has stalled and innovative solutions are now required to stimulate development activity.

Introduction

The renaissance projects that follow have emerged from the community planning process and will require further investment and development to define the projects in more detail. Where possible budgets have been prepared in order to guide and inform the potential scale of each project and these are set out in project pro formas available in a parallel document from NELC. The Town Team has been involved in assessing prioritisation and early win activities and an approach has been adopted which provides two tiers of projects to guide investment in Cleethorpes.

‘Early Win’ activities

The term ‘Early Win’ describes activities and events which have been suggested through the community planning process and by the Town Team. These activities and events will be badged under Cleethorpes Renaissance and raise awareness of the Town Team and build confidence in the renaissance process and its ability to deliver positive change in Cleethorpes in advance of the delivery of physical projects. Such projects may include tidying up key areas of the town including North of North Prom, closing the market place for a day for events and organising an Air Show.

Tier 1 projects - The Time is Now!

Tier 1 ‘Time is Now!’ projects are those which will have a significant and immediate impact in the town and are likely to stimulate further investment and bring economic benefits to Cleethorpes. They need to be delivered in the short term (within 5 years) and are predominantly public sector led (but assuming limited budgets) due to the lack of available private finance and confidence in the market. Tier 1 priorities for Cleethorpes are essentially twofold - firstly there is a need to focus on reinforcing and enhancing what is already there and secondly resources need to be applied to feasibility and design work relating to medium and long term projects.

The recommended Tier 1 ‘Time is Now!’ projects include delivery of Market Street, the Town Hall, Sea View Street, Alexandra Road and The Knoll, North of North Promenade and Central Promenade projects. Feasibility and preparation works for the Dolphin Hotel gateway site, St Peter’s Avenue, North Promenade and the Railway Station and Fantasy World are also recommended.

Tier 2 projects - Medium term and long term

Tier 2 projects will be delivered by the continuation of Tier 1 projects and will be facilitated by a general improvement in the economy. They will require significant support and cooperation with the private sector and would occur in a 5-15 year period. These projects include the Dolphin Hotel gateway site, St Peter’s Avenue, North Promenade and the Railway Station and Fantasy World.

Principles of urban design

When developing the Cleethorpes Renaissance projects and other developments that come forward in the town it will be important that best practice in placemaking and good urban design principles relating to buildings, places, streets and movement are followed. A list of principles can be found at Appendix 3.
“By engaging with local people we can work together to create a plan that builds on past and present achievements, takes on board individual ideas and aspirations and provides a realistic blueprint for the future.”

1. Connecting the Pier and the Promenade to the market place
2. Unlocking potential - Dolphin Hotel ‘gateway site’
3. Revitalising St Peter’s Avenue
4. Opening doors: making the most of The Town Hall
5. Shop and stop - enhancing Sea View Street and a new piazza
6. Heritage opportunities - Alexandra Road and The Knoll

The Golden Loop Overview

The ‘Golden Loop’ concept emerged at the Community Planning Weekend and encompasses a series of projects that will help unite key areas of Cleethorpes town centre by focusing on the delivery of high quality public realm and building projects. It addresses key community aspirations including the retention and maintenance of important heritage buildings. The aim is to create memorable places that will act as a driver for the economic and cultural regeneration of the town and reconnect the town with the seafront offer whilst respecting the functional needs of the town in particular in relation to an effective parking strategy.

The ‘Golden Loop’ will incorporate a number of significant buildings and spaces that will bring a renewed vitality to Cleethorpes town centre. Sites that are currently blighting the centre of the town will be a focus for new buildings, bringing jobs and activity to the streetscape. Areas of Cleethorpes that are vacant, derelict or underused will become a source of creative inspiration, not an eyesore. There will be a sense of excitement when arriving at the station, itself in a unique location, right next to the beach.

An insistence on quality will engender a sense of civic pride in the public realm which currently due to its poor state, along with the run down condition of a number of town centre buildings, undermines the positive efforts made by local people in such projects as Cleethorpes in Bloom. By focusing regeneration initiatives on improving the urban fabric, removing blight on vacant sites and improving shop fronts there will be immediate economic benefits to the town, through increasing footfall and improving its attractiveness as a place to live, work and visit.
1. Connecting the Pier and the Promenade to the market place

“There are so many layers of heritage in Cleethorpes. Think how long the market place has been here. We need to make it an exciting focal point and meeting place for both residents and visitors.”

**Tier 1 ‘Time is Now!’ Project**

This ‘Time is Now!’ project will deliver an area of high quality streetscape in Sea Road, Market Street and Short Street. It aims to act as a catalyst for the step change in the quality of the area, including the building facades surrounding the market place to reinvigorate the local business offer and expand the market itself.

The market square in Cleethorpes has the potential to become the key civic space in the town - a place which can become the focal point for community festivities, cafe culture, large events as well as the regular market. It can be a place which brings relaxation and commercial activity together in a mutually supportive manner.

**Impact**

Regeneration of the market place will reinvigorate this ‘tired’ and neglected area of Cleethorpes and bring quality, style and an enhanced image to the town centre. The project will create a sense of unity and purpose which can be shared and appreciated by both residents and tourists.

An improved public realm will encourage people to walk rather than drive. The removal of high kerbs and pedestrian barriers will create a more accessible route for all, including those in wheelchairs and those pushing buggies.

The market will grow and will sell a wider variety of goods, on more days of the week. Local craft skills could be promoted here, as well as at the craft units to the south of the town. More stalls and a greater selection of items for sale will make the market a destination of choice for both residents and visitors.

**Context**

Sea Road and Market Street form the main link between the Pier, the Promenade and the market place; between beach activities and the heart of the town. The lack of an inviting and defined link between North and Central Promenade and the ‘town centre’ discourages visitors to the sea front from venturing inland with the result that businesses lose out on significant potential visitor spend with visitors missing key aspect of Cleethorpes’ potential offer.

In recent years the market place has been neglected and is today dominated by cars. The Wednesday market is relatively small, with a limited variety of products on sale. Surrounding the market is a mixture of eateries, pubs and betting shops. People visit but are not encouraged to linger, as the environment is run down and unattractive. Many historic premises have been allowed to deteriorate; others are of relatively low quality and some large shop fronts are boarded up.

**Design**

The public realm design should allow for flexible use to accommodate market traders as well as other users, and to allow some vehicular access whilst encouraging pedestrians to stroll and linger in the heart of the town.
In the market place there should be provision for unique elements to celebrate its importance as the heart of Cleethorpes. This could include public art, paving treatment, lighting or bespoke street furniture. Floorscape treatment can lend atmosphere to a night time event. The North East Lincolnshire Places and Spaces Renaissance document (section 5) gives detailed guidance on signage, furniture and materials.

The implementation of a shop front guide would over time contribute to a space surrounded by attractive and unified facades.

Planning and Environment
The market square is in public ownership which will help to make this project relatively straightforward to deliver. The properties surrounding the market place are mostly in private ownership, so proposals for this key space will need support from local businesses.

Investment
The public sector will need to co-ordinate the delivery of the public realm improvements and the private sector will need to be encouraged to invest in improvements to their individual premises and ensure that the service they offer the public is of the highest standard.

Next Steps
The holding of public events, having traffic free days and bringing in speciality markets as ‘early win’ action will show the potential of the square as a public space. The first step to the realisation of the project is to undertake feasibility and preparation works.

From shopping to shore - Existing
What should be a memorable route is dominated by traffic and characterised by poor public realm and signage and many shabby shopfronts and buildings.

1. Opportunity site at centre of town
2. Leaky edges to what should be a major public space with active frontages facing onto it
3. Car dominated junction severs the sea-front from the town
4. Interesting variety of spaces from St. Peter’s Avenue to sea-front

From Shopping to shore - Proposed
Create a memorable route by new high quality buildings, shared surfaces with pedestrian priority revitalising Sea Road and Market Street by improving linkages along and across spaces.

1. Pedestrian priority shared surfaced route
2. Dolphin Hotel gateway site developed to enhance retail offer in Market Street
3. Sea Road pedestrianised with coach drop-off incorporated
4. New high quality buildings with active frontages and appropriate human scale will enhance and define existing spaces
5. New pedestrian friendly junction improving linkage between Market Street and Sea Road and Victoria and Dolphin Gardens
6. ‘Focal Point’ building needed to enhance existing space
Market square looking towards St. Peter’s Avenue - Existing
A pleasantly proportioned space, but dominated by the motor car with pedestrians confined to narrow pavements at the perimeter of the space.

1. Missed opportunity – ‘focal point’ building overlooking Market Square
2. Inappropriately scaled street furniture

Market square looking towards St. Peter’s Avenue - Proposed
A revitalised space with markets and outdoor events creating a year round destination for both residents and tourists.

1. Appropriately scaled, good quality street furniture
2. Implement Shop Front Design Guide
3. High quality new or refurbished building to reflect importance of this highly visible, placemaking location

Key
1. Pedestrian focused route with flush kerbs
2. New / refurbished landmark building
3. Pedestrianised market square with loading access
4. Disabled parking
5. New building with pedestrian through route linking to station area
6. Glazed canopy covering new courtyard and providing indoor activity space
7. Pedestrian focused route with flush kerbs
2. Unlocking potential: Dolphin Hotel ‘gateway’ site

“First of all you’ve got to believe in your own town and have faith in what it can offer – then you persuade others to invest in it.”

Tier 2 Project

This strategic site in the heart of Cleethorpes currently presents the impression of decline in the heart of the town. This project aims to fill the vacant site adjacent to the Dolphin Hotel with a high quality development that is appropriate for its location, ensuring any new building benefits the town centre and contributes to the overall regenerative improvements of Market Street.

Context

Market Street is the key link from the Pier and Promenade to the market square. There is a key empty site located to the rear of the old Dolphin Hotel, an historic building which has been a local landmark since 1820. In recent years part of this site has been cleared and is being used for parking, the rest has shops that have been vacated for demolition.

Impact

It is an important development opportunity, as a key gateway site on the route between the seafront and the market square, and as a way to attract future investment into Cleethorpes. The site faces Market Street and High Street, the latter being a main entrance to the town. Construction of a significant building on this brownfield site would provide a beacon of renaissance and provide impetus for further development in this part of the town centre. By insisting on high quality and appropriate design, an exemplar project such as this will enhance civic pride, foster economic growth and the potential for increased investment in the town and build confidence in the benefits of regeneration.

The Dolphin Hotel is situated at a strategic location at the heart of the town

The Dolphin Hotel, which is not listed, is a significant building in the history and streetscape of the town. The hotel sits in an area characterised by 2, 2.5 and 3 storey buildings located on the back edge of the pavement with active frontages creating a strong urban form. The Dolphin Hotel sits in an urban block which does not fulfil any of these criteria and the urban block is therefore a weak link in the otherwise tight urban grain of the surrounding area.
New urban block encouraging better permeability with active frontages and a covered courtyard to assist all year round and all weather shopping will form an important element to the Golden Loop from the Promenade to Market.

The Dolphin Hotel is a significant heritage and landmark building occupying a key and highly visible gateway site in the town. However, it is situated in an urban block which does not match the quality of the immediate area.

A new urban block with an internal courtyard, incorporating the Dolphin Hotel, formed part of the proposals from the Merry-go-round Hands on Planning Group, one of the public design workshops held at the Cleethorpes Community Planning Weekend.
Private-led development is key to the renaissance of a town, as long as there is a commitment to quality of design, finish and materials. One such example is ‘Ask’ restaurant in Scarborough, which was facilitated by the town’s urban renaissance programme. Its construction at the important Sandside location has enhanced the harbour area and raised the profile and quality of the town’s offer.

**Design**

It is important that any new building in this location has active frontages to provide vibrancy at street level. It must also respond to the scale and massing of the surrounding urban form and respect its historic setting. It is crucial for the renaissance of Cleethorpes that new development reflects the aspirations of the town in terms of design, use and quality.

**Planning and Environment**

Dolphin Hotel lies within the Central Seafront Conservation Area. It is not currently listed but is nevertheless a significant heritage and landmark building within the town centre.

**Investment**

Although private development will inevitably acquire its own momentum, it is important to consider initial discussion with the current landowner and to explore options and viability for a scheme and/or site acquisition.

**Next Steps**

The first step to the realisation of the project is to undertake feasibility and preparation works, including a site development brief, as a Tier 1 preparatory activity.
3. Revitalising St Peter’s Avenue

“There are places in the town where some imaginative intervention can make a difference, especially in the shopping streets.”

Tier 2 Project

This project will deliver high quality streetscape along St Peter’s Avenue to help revitalise Cleethorpes’ main shopping streets by enhancing the setting and will emphasise the role of key buildings such as St Peter’s church.

Context

In the 19th Century the hamlets of Oole and Itterby were linked by two roads. Itterby Road, parallel to the beach became Alexandra Road, and Oole Road, further inland, became St Peter’s Avenue.

Impact

By raising the quality of the design, construction and implementation of the public realm and shop fronts in St Peter’s Avenue and elsewhere around the Golden Loop, the overall quality of Cleethorpes town centre environment will be significantly improved. This will help to create a more attractive place encouraging people in to shop, work and visit.

St Peter’s Church, as well as being used for religious services, provides Cleethorpes with a venue for meetings and public events. By promoting the Church as a venue for the town, this will help increase footfall and vibrancy along St Peter’s Avenue and form part of the attractions along the Golden Loop.

Planning and environment

Some of St Peter’s Avenue is in the Central Seafront Conservation Area, and at the time of writing it is understood that this is likely to be extended to include the whole of the Avenue. As such, it will be essential to ensure existing historic buildings are respected and enhanced appropriately.

Investment

As this is primarily a public realm improvement project, the local authority will be principally responsible for its delivery. Private sector investment, perhaps with some public sector encouragement will be required for shopfront improvements.

Next Steps

The development of a Shopfront Design Guide for Cleethorpes would give guidance on styles of shop signage and facades in order to create a unified ‘Cleethorpes’ format and style. As an ‘early win’ activity the possibility of badging and publicising events in St Peter’s Church, for example the St Peter’s Festival, as Cleethorpes Renaissance could be explored.
Precedents for paving

Pleasant shopping environment with tree lined Avenue and lay-by parking but requiring public realm improvements - Existing

1. Inappropriately scaled street lighting detracts from pleasant environment
2. Streetscape: 2 storey, some with 1st floor bays, residential over retail

Revitalising St. Peter’s Avenue - Existing

St. Peter’s Avenue is the top ranked retail street in Cleethorpes, however, only two of the top twenty retailers nationally are present. There was strong view at the Community Planning Weekend that St. Peter’s Avenue could be improved as a link in the ‘Golden Loop’ by improving the quality of the public realm by re-paving, improving shopfronts, discouraging shutters at night and improving the retail offer.

1. Connection to Market Street
2. Potential infill site
3. St. Peter’s School (CoE)
4. St. Peter’s Church Hall
5. St. Peter’s Church
Revitalising St. Peter’s Avenue - Proposed

1. Connection to Market Street with improved pedestrian movement to market place and promenade
2. Additional street trees to re-inforce ‘Avenue’ feel
3. Potential residential and retail infill to enhance streetscape - reflecting scale and rhythm of existing street
4. Area in front of St. Peter’s Church to be shared surface to integrate Church, School and Church Hall
5. Upgrading to crossing points and junctions to improve pedestrian accessibility and use
4. Opening Doors: making the most of the Town Hall

“There’s no proper museum in Cleethorpes, no gallery, no focus for the arts. The Town Hall is closed most of the time but surely it would make a great place to display collections and exhibitions that are looking for a home”

Tier 1 ‘Time is Now!’ Project

Cleethorpes Town Hall is an impressive but currently under-used building. This project aims to encourage those who manage the building to permit it to play a more active role in the town’s future.

The intention is to use the building to maximum effect, preserving its heritage quality but exploring the potential to create a new cultural and community resource and garden space. This would add to the visitor offer, especially during wet weather, thereby enhancing Cleethorpes’ year-round offer. The car park could wholly or in part be transformed into a green park or growing space.

Context

The Town Hall is a Grade II listed building that opened in July 1903 as Cleethorpes Council House and is located on the ‘Golden Loop’.

Impact

This project would contribute to the enhancement of the Golden Loop by becoming a specific destination, thereby drawing people from the Promenade along Sea View Street and on towards the shops at St Peter’s Avenue.

Although car parking would need to be assessed, in line with an integrated parking strategy for the town, the parking area around the Town Hall could be transformed into a garden or growing area which would provide a green sanctuary close to the town centre. Vegetable growing and/or ornamental planting, sculptures and tranquil areas of seating could offer both residents and visitors a different experience of Cleethorpes.

Left: The Town Hall

The Hebden Bridge town hall has recently been formally transferred into the control and management of the Hebden Bridge Community Association under a 40 year leaseholder agreement. The planned usage and development of the asset could provide a useful model for the future of Cleethorpes town hall.
Design

Any building design work is most likely to be internal. The gardens could be designed in partnership with Cleethorpes in Bloom.

Planning and environment

The Town Hall lies within the Central Seafront Conservation Area and is managed by the Charter Trustees of the Town whose support will be required for any new use proposals. It would be necessary to obtain Listed Building Consent for any alterations, internal or external, to the Town Hall and potentially to any object or structure within its curtilage. The walls and railings along the Cambridge Street elevation are also Grade II listed.

Next Steps

Discussions should take place with the Council and the Charter Trustees about the possibility for opening part of the building for a temporary public exhibition as an ‘early win’ to gauge viability, interest and support. Steps could be taken to develop ideas for creating growing and garden space on the car park. A visit to the Upper Calder Valley could be arranged to discuss how the community plan to run the town hall in Hebden Bridge and a visit to Incredible Edible in Todmorden.

1. Shop at corner of Cambridge Street and Sea View Street with impressive first floor bay window and shopfront, which could be used as an exemplar for shopfront design
2. Vision for a new town hall public garden helping to link Sea View Street and the Promenade with St Peter’s Avenue
3&4 Alternative vision for vegetable growing in the new town hall public gardens
Opening doors: making the most of the Town Hall - existing

Cambridge Street, which includes the Grade II listed Town Hall is the least cohesive and legible space within ‘The Golden Loop’ but it is the important linkage between the retail in St. Peter’s Avenue and the unmistakably sea-side atmosphere of Sea View Street.

1. Connection to St. Peter’s Avenue
2. The Town Hall, Grade II listed including wall and railings

Opening doors: making the most of the Town Hall - proposed

1. Connection to St. Peter’s Avenue
2. The Town Hall to become new cultural and community resource with a tranquil garden on former car park
3. Connection to Sea View Street
4. Existing corner building fulfils important function in deflecting view from Town Hall into Sea View Street
5. Space outside Town Hall to be upgraded with high quality hard landscaping and street furniture incorporating public art
5. Shop and stop: enhancing Sea View Street

“It’s a wonderful old Victorian street with plenty of character, but it’s a bit out on a limb and needs to attract more people from the beach. I fear lots of visitors don’t even realise there are shops up there!”

Tier 1 ‘Time is Now!’ Project

The project will enhance the character and charm of this historic street through high quality public realm improvements, improved shop-fronts, lighting and signage, and co-ordinated control – and perhaps eventual removal - of the external shutters that severely reduce the attractiveness and feeling of personal safety after shop hours. The project also aims to convert the car park at the end of the street into a new piazza.

Context

Sea View Street is one of the most important and charming historic streets in Cleethorpes, and one of the most successful. Lined with small independent shops, boutiques and cafés, it attracts visitors and locals all year round.

Impact

As part of the renaissance vision, it is essential to reinforce the historic and independent retail role of Sea View Street as a unique destination within Cleethorpes. The street will benefit from the delivery of new quality environmental improvements as part of the ‘Golden Loop’, thereby providing a coherence and style to Cleethorpes town centre streetscape. The small car parking area at the end of Sea View Street, adjacent to the Promenade, is currently a surface car park but with simple landscaping could create a piazza space and ‘gateway’ into Sea View Street. This area is sheltered from the prevailing wind and is already surrounded by cafes, pubs and

Example of light net - Regent Street, London

Shop and Stop: enhancing Sea View Street - Existing

Sea View Street is one of the most important historic streets in Cleethorpes and one of the most successful. Lined with small independent shops, boutiques and cafes it attracts visitors and locals all year round.

1. Connection to Town Hall
2. Improve access to Promenade from Sea View Street
3. Landmark corner
4. Opportunity for new ‘piazza’ as gateway to Sea View Street with public art and seating areas
Vision of Piazza at the end of Sea View Street

Section - Existing

The tight spatial scale creates a feeling of intimacy which, combined with activity at street level and the expansive view of the horizon offer a unique seaside atmosphere.

1. Parking restrictions to encourage ‘stop and shop’
2. Streetscape: 3 to 3.5 storey, many with first floor bays creates visual interest
3. Active frontages at sea level

Sea View Street public realm improvements

1. Pedestrian focused spine, with rationalised car parking
2. Terraced area
3. ‘Culture corner’ - physical model of Cleethorpes and installation showing cultural events and ‘what’s on where’ and highlighting location of Sea View Street
4. Planting to provide shelter
5. Road junction table improving pedestrian priority and linkage to Central Prom
restaurants, which in the future could spill out onto the piazza, particularly in the summer months. This would extend the ambiance of the street and make it more visible and attractive to visitors. It would help draw people from the promenade into the centre of the town. As quality and appearance is enhanced in Sea View Street, there will be higher footfall leading to greater spending, increased economic activity and consequently more employment opportunities. This in turn will attract more private sector investment.

**Design**

At night, better lighting and some element of public art, such as a light net, would draw attention to the uniqueness of Sea View Street, extend the hours of trading and make it an attractive destination in its own right for both visitors and residents.

A raised crossing table should create a direct pedestrian connection between Sea View Street and the seafront to highlight the pedestrian nature of the Golden Loop and ensure accessibility for all. Parking plays an important role but should be limited to two hours to ensure that the on-street parking is used for access to the shops of Sea View Street and not for full day parking. Parking spaces should be integrated within the streetscape in a sensitive manner.

**Planning and environment**

Sea View Street is part of the Central Seafront Conservation Area, so that any improvements to facades along the street will need to be appropriately designed.

**Investment**

Public realm improvements will be led by the local authority. Some shops may be in Council ownership but it is likely that the majority are not. Discussions will need to take place with individual property owners to develop appropriate design guidance and comprehensive support for improvements to shop front facades. The allocation of small business improvement grants or other matched funding proposal could provide an incentive to shop owners to improve their premises.

**Next Steps**

Proposals for the public realm, piazza and shop fronts will need to be the subject of more detailed study. However, the reallocation of road space for pedestrians and/or cyclists and the rationalisation of car parking should be the subject of an integrated study for the whole town to ensure that appropriate parking levels are maintained and do not impinge adversely on the existing businesses within Cleethorpes. A policy on shops’ shutters will also need to be developed and enforced.

As a self contained project Sea View Street would be a suitable Tier 1 “Time is Now!” project and help kickstart the renaissance programme in Cleethorpes and build confidence in the process. There is already a Sea View Street Traders Association that has been working hard to maximize the potential of their street. They have an important role to play within the Cleethorpes Town Team and their enthusiasm needs encouragement and support.

The Town Team has proposed the holding of a Christmas Market in Sea View Street which would show the potential to improve the quality of the street by reducing the impact and dominance of the car.
6. Heritage opportunities: Alexandra Road & The Knoll

“We should make much more of the assets we have – it’s a shame that quite a lot of the town’s heritage has been ignored or neglected. There’s some beautiful reminders of the past on the sea front.”

Tier 1 ‘Time is Now!’ Project

This project will deliver an area of enhanced, high quality streetscape along Alexandra Road, including enhanced pedestrian facilities and the restoration and preservation of the remaining Victorian wrought iron railings and canopies. The project aims to find appropriate new uses for the Grade II listed The Knoll currently in public ownership and identifies a development opportunity next to The Knoll to provide a more continuous frontage along Alexandra Road.

Impact

Alexandra Road is an attractive reminder of the town’s Victorian heritage and it is essential that the public realm has high quality treatment, in keeping with all aspects of the ‘Golden Loop’. Alexandra Road is home to a number of shops, cafes and restaurants, many of which receive patronage throughout the year from residents as well as summer visitors. The more attractive the street and the buildings within it, the more likely businesses will prosper.

Context

Alexandra Road is the ideal location for public buildings serving both residents and visitors. Alexandra Road remains the location for the town’s library; Alexandra Hall (later the Empire Theatre) is now an amusement centre. There is no longer a performance venue within central Cleethorpes, although the new cinema at Meridian Point provides a performance space. The Knoll would provide the opportunity for appropriate new uses, that respect the past, which could be found in association with new development on adjacent land fronting onto Alexandra Road.

The Grade II listed The Knoll provides an opportunity for a community/enterprise resource in a prime location with new entrance and railings on Alexandra Road.

Alexandra Road & The Knoll - Existing

The linearity of the beach determined the urban morphology of Cleethorpes and Alexandra Road with its Victorian and Edwardian terraces. With their first floor balconies and elaborate cast iron columns and balustrades it is the archetypal seaside resort frontage.

1. There are a number of listed buildings on Alexandra Road including the former Empire Theatre
2. Opportunity site on Alexandra Road
3. The Knoll: Grade II listed building
4. Connection to Sea View Street
5. Terrace with arcade at front
Alexandra Road - Section

This cross-section from the beach to Alexandra Road illustrates the classic ingredients of the English sea-side resort and therefore Alexandra Road is in the prime location and should provide recreational and leisure facilities to match.

1. Streetscape: Edwardian 3 storey terrace, 1st floor bays balconied arcade
2. Active frontage

Alexandra Road & The Knoll - Proposed

1. Connection to Market Street
2. Public realm improvements at junctions to help pedestrian accessibility between Alexandra Road and Pier Gardens
3. New mixed use building infill to enhance existing streetscape by filling unsightly gaps in existing street
4. The Knoll: Grade II listed building in ideal location for sensitive conversion to new community/enterprise resource
5. Connection to Sea View Street
6. Improve connectivity between Sea View Street and Promenade
The Knoll could provide a home for high quality small business space, focused around offices, perhaps with the provision of shared business support services. Depending on the eventual new uses, there is the potential for skills training, employment, economic outputs and a variety of income generating activity based around creative media and the arts.

Design
As well as attention to the heritage buildings lining Alexandra Road, public realm enhancement should include improvements to the pedestrian crossings at key desire lines. There are a number of key crossing points where side streets meet Alexandra Road. These need to be upgraded with a focus on quality materials and improving pedestrian accessibility. Measures should be put in place to slow traffic on the approach to the crossing points.

High quality refurbishment of The Knoll is essential, and its re-design will need to take into consideration existing heritage features.

Planning and environment
There are a number of Grade II listed buildings along Alexandra Road including The Knoll, 41, 42-45b inclusive and the old Empire theatre at 49-52. As a Grade II listed building Listed Building Consent would be needed for any alterations (external or internal). Alexandra Road also lies within the Central Seafront Conservation Area. The Knoll is currently used as Council offices with much of the surrounding open space currently being used for car parking for Council staff. A strategy for finding alternative accommodation for the department’s staff will be needed.

Investment
Public realm improvements could be undertaken by the local authority as part of their highways and regeneration activities. Owners of buildings along Alexandra Road will need encouragement and incentives to invest in their individual properties. Some shops may be in Council ownership and refurbishment work to these particular premises could kick-start a programme of restoration to the whole Victorian terrace.

The Knoll is an existing Council building so there are no complications regarding ownership. The refurbishment is however likely to be costly, so a public/private partnership may be necessary and applications for relevant funding streams will need to be explored. Funding schemes such as the Townscape Heritage Initiative may be appropriate.

Next Steps
As an ‘early win’ activity coordination with the Local Authority Highways Department will help to identify funding for planned works that then could be designed with the renaissance proposals in mind. As a Tier 1 project, a feasibility study for the future use and refurbishment of The Knoll and the adjacent mixed use development opportunity will need to be undertaken, as well as for the design of gardens and surrounding public realm. A strategy for replacing/rationalising the existing car parking at The Knoll would need to be coordinated with an overall parking strategy for the town.
Transformational projects to bring quality and vitality to the seafront

Cleethorpes' unique selling point is its 4 mile beach and its future success will be intimately connected with this beautiful golden opportunity. Currently traditional bucket and spade resort activities are focussed around the station but much of this area presents rather a run down image, lacking in basic facilities. In recent decades a disproportionate amount of investment has been focussed on the southern foreshore with caravan parks and leisure activities. This has resulted in a mismatch of facilities and a disconnection along the foreshore. Visitors by train, find it difficult to make their way south and tend to spend their time around the run down north and central promenades. Visitors and overnight stayers to the southern end who venture north to visit the town and foreshore are often disappointed with what's on offer and are put off from returning.

The southern foreshore's resort offer is relatively successful and there are enterprising businesses with drive and passion. But for Cleethorpes to fulfil its full potential and meet local aspirations as a 21st century resort two strategies must be followed. First the areas around North and Central Promenade must be rejuvenated, along with the town centre, so that in combination with the southern resort Cleethorpes can provide an all round traditional seaside resort experience, that also fosters enterprise and facilitates business growth. Second the tourist offer must be expanded to exploit the potential for year round festivals and events and environmental and recreational tourism, which goes hand in hand with a requirement for an uplift in the quality of the accommodation and food offer.

For this reason the foreshore renaissance projects focus on the north and central areas because it is here that the private sector has been unable to bring forward investment in quality development and amenities. These will link with the Golden Loop renaissance projects in the town centre, that also have a strong business growth focus, to provide an attractive prospect for visitors from the region looking for a day or weekend break as well as holiday makers in the south of the resort. The opportunities to the south of the resort are considered to be economically viable and will come forward through the usual processes.

What does need to be supported in the south is the enhancement of alternatives to the motor car such as the expansion of the light railway and the road train and the development of strategies to extend the tourist offer. It is vital however, that through the Town Team, local entrepreneurs and stakeholders are closely involved in developing these strategies so they have ownership and involvement in their delivery and future management and maintenance.

Celebrating the Foreshore Projects

7. North of North Prom: the neglected beach and wildlife area
8. Reviving North Promenade - aspirations for change
9. Celebrating arrival - Cleethorpes railway station
10. Central Promenade - an accessible, vibrant seafront
7. North of North Prom: enhanced beach & wildlife area

“There’s a Victorian postcard which shows this to be a bathing beach. There’s no reason why this couldn’t get a Blue Flag Award as well.”

Tier 1 ‘Time is Now!’ Project

This project will create a new destination of extended beach and nature reserve to the north of the town. The beach will be cleaned up in the short term. In the longer term the area of un-managed grassland and scattered scrub that supports a diverse flora and many species of butterfly and moth will be developed as a nature reserve which will add to the green tourism offer throughout Cleethorpes. The arrival points to this area will be celebrated through improvements to the railway bridge and level crossing, interpretation panels and new routes.

Impact

Enhancement of Cleethorpes’ northern beach would attract people back to the North Promenade and could also provide an incentive for the road train to be extended north beyond the Pier. It would provide a new destination for those tourists who like to explore, as well as for those who want a more secluded beach experience. It would also enable the Sea Steps, a 1970s intervention, to become an attraction in their own right.

Context

Cleethorpes consistently achieves Blue Flag status. This is a prestigious European award that recognises a range of services carried out by the Council’s Beach Safety Team to ensure that the beach and bathing water is clean, safe and well managed. However, the same high quality is not reflected in the condition of the beach north of the North Promenade, where there are rusting and disintegrating gabions and it is unsafe to swim because of hidden debris in the water.

This northern beach is accessible from the pedestrian bridge which leads from Harrington Street and neighbouring streets. Improvements to the quality of the beach will add value to the residential properties that are adjacent to this part of the shoreline. Appropriate improvements in this area could provide an attractive, traffic free route for pedestrians and cyclists thereby dramatically improving the connectivity between Cleethorpes and Grimsby.
Design
As a Tier 1 project, part of the former sidings (designated by local residents as New Clee Waterfront) could be designated open space/nature reserve and maintained to the same high standard as other areas along the seafront. A national competition could be held to design bird hides unique to Cleethorpes.

Planning and environment
Due to the high risk of flooding in this area any development opportunities should be discussed with the Environment Agency and, given their land ownership, Associated British Ports, early in the process.

Investment
As this is primarily a public realm improvement project, the local authority would lead on its delivery but there may be an opportunity to involve voluntary sector environmental organisations in its development and ongoing management.

Next Steps
This area provides the opportunity for an ‘early win’ activity by cleaning up the beach and grassland area. A national design competition could be held for bird hides. In the short term, the land ownership of the scrubland should be confirmed and the neglected beach should be cleaned, repaired and rusting debris removed as soon as possible. The potential for the designation of a nature reserve should be discussed with the council and promoted through the emerging Local Development Framework.

Key
1. Habitat Area
2. Bird Hide
3. Level Crossing
4. Footbridge
5. Railway Line
8. Reviving North Promenade: aspirations for change

“We need to make sure that Cleethorpes is a town and a resort that people are proud of. We must be welcoming as well as provide year round prosperity.”

Tier 2 Project

The aim of this project is to create a high quality seafront through an improved beach environment and a totally revitalised recreation environment on the narrow strip of land between the promenade and railway line. The key objective is to give this area a new energy and ‘reason for being’ and to provide a new destination for Cleethorpes. The construction of a high profile landmark activity centre, for all types of recreation and provision of undercover recreational activities, at the north end of the Promenade would generate footfall to this currently declining part of Cleethorpes as well as giving the resort a wider appeal. Other recreational activities could include an indoor climbing wall, skateboarding facilities, watersports centre, manmade sandunes for sandboarding and tracks for electric motorised quads, karts and buggies.

There is potential for the arcades to be relocated from the station area to the north part of the prom as a complimentary activity alongside the recreational facilities. This would open up development potential of Central Promenade as set out on the following pages. Unlocking the potential of the North Promenade is an ambitious aim of Cleethorpes Renaissance and represents an important component of the visitor and recreational offer in a key location close to the Station. This will be a ‘can do’ younger persons (and young at heart) place where fun and active recreation is the focus in addition to the beach.

Context

The risk of flooding and poor access means that little investment has been made in the North Promenade for many years, but the narrow stretch of land between the seafront and the railway has potential to provide significant benefit to the resort if the flood risk issue can be mitigated. Cleethorpes Rescue Service is planned to be located midway along the promenade.

Impact

The immediate regeneration of the beach along the North Promenade will lead to an expanded year round tourist offer for the town. A physically enhanced North Promenade will be more attractive to residents and visitors, in particular providing new facilities for young people and leading to increased economic vitality in the area. Environmental improvements should ensure that the area is fully accessible for those with mobility impairments.

New development along the North Promenade would reinforce and enhance Cleethorpes resort image and offer by addressing a strategically important but under exploited area of the town. A recreational development would provide the opportunity for a landmark structure and a new architectural character for an area of Cleethorpes that has been ignored for many years.

Design

Present local planning policy LTC9 applies to the North Promenade and states that development proposals for tourist facilities or proposals likely to increase the attraction of the area to tourists will be permitted provided that they:

(i) contribute to the range and quality of tourism uses;
(ii) are of an appropriate scale;
(iii) do not have an unduly adverse effect on the character of the area, or cause visual, environmental or infrastructure problems, or harm the amenities of nearby residents.
Planning and environment

The southern section of North Promenade lies with the Central Seafront Conservation Area and overcoming flooding issues to enable longer term development aspirations is likely to require significant investment in flood defences. The location of the rail line inland from the coast presents further planning and development challenges. The current policy of the Environment Agency (EA) is that there should be no overnight accommodation within this flood risk area. This includes North Promenade, and rules out the opportunity for holiday lets in this part of the town, despite it being an ideal location in terms of immediate access to the beach and proximity to Cleethorpes Railway Station. For this reason recreational uses are proposed for this area.

Investment

The short term aim of improving the beach and seaside amenities along North Promenade will be a public sector exercise. Feasibility work leading to a development brief will also need public sector funding in order to encourage future development, most likely led by the private sector.

Next Steps

Although there are challenges to pursuing commercial activities and development along the North Promenade, it would be appropriate to initiate discussions with the EA and landowners. Proposals for activity uses should be progressed. This could lead to a feasibility study and design guidance for the future development of the area.

Proposal for North Prom Key

1. Towards Nature Reserve
2. Mini Golf Course / man made sand dunes for snowboarding
3. Jetties
4. Water sport centre / seafront cafe
5. Cleethorpes Rescue
6. Skate Park
7. Indoor activity area
8. Continuation of Promenade route
9. Train station
10. Pier
9. Celebrating arrival: the Railway Station

“*The town was built by the railway company and the station in Cleethorpes front door. After all, it’s in a fantastic location. So let’s do something inventive with the sea front down there. What’s good for tourists is good for the people who live here too.*”

Tier 2 Project

This major transformational project will enhance one of the key gateways to Cleethorpes through the redevelopment of the area to create a high quality mixed use scheme, which might include an event and conference space, residential and commercial space. It will also provide space for traditional seaside amusements, tourist shops and cafes. There is potential to improve movement and connectivity throughout Cleethorpes by providing a bus/taxi/train interchange adjacent to the train station.

Context

Cleethorpes has a unique asset - a station that is located next to the sea, but this part of the town has suffered from neglect and under investment. Visitors arriving by train get a poor first impression of Cleethorpes. Despite the proximity to the promenade and golden beach, they are greeted by a large and unattractive shed-like structure that houses Fantasy World amusement centre. Access to the station from the town centre is via an alleyway lined with run down and derelict buildings and a large car park. The route into the town centre from the station is unwelcoming and unclear.

Impact

The redevelopment of the station area is a transformational project that will provide a viable mix of long term economic and community benefits. By providing resources and amenities for both locals and tourists it will help regenerate the seafront and provide a new gateway entrance to the town. It will help increase the economic standing of Cleethorpes and initiate a shift away from over-reliance on the day-tripper pound and be a visible signal to investors that Cleethorpes is moving forward.

Cleethorpes has lost many of its event and performance spaces over recent years, in particular the old Winter Gardens at the end of Kingsway, the Royal Theatre and the Empire. The town has excellent rail connections and with the proposal to run a direct service to London, Cleethorpes would benefit from the creation of a conference and events facility in such an important location, with views over the estuary and easy access to the town centre.

In particular, the project will create a wet weather visitor attraction and provide a new community hub for Cleethorpes. It will enhance a key gateway and the proposed transport interchange will promote easy and sustainable transport around the town.

For Cleethorpes Renaissance to be delivered, there must be a significant step-change in the way the town sees its future, and it is a major project like this that will inspire confidence and ensure Cleethorpes is not simply a resort at the end of the train line, but a major contributor to year round economic success.

Although such a large transformational project cannot be delivered overnight, its inclusion in the vision emphasises the aspiration that Cleethorpes is heading towards a future that capitalises on its stunning location but is less focused on seasonal activities.
The Railway Station and Fantasy Land - Existing

The existing arrival by train is a dispiriting rather than uplifting experience because of the poor quality public realm and building in the immediate vicinity despite the close proximity to the promenade, beach and sea.

The Railway Station, clock tower, refreshment rooms and adjoining section of railway buildings including the station buffet on Station Road are all Grade II listed.

Many visitors arrive in Cleethorpes by train and the initial impression created by the spaces and buildings is very poor. On leaving the station, the visitor is confronted by garish advertisements on a large shed-type structure.

However, because of its unique location in relation to the beach and the town centre, and the landmark clock tower there is potential to create an exciting arrival experience.

1. Opportunity sites

The Railway Station and Fantasy World - Proposed

1. Clifton Bingo site: Residential scheme by others
2. New station square with good signage including town map/model
3. New buildings and spaces reflecting tight urban grain of existing town with legible movement pattern to key locations
4. Central Promenade site proposal by others
5. Transport interchange and enhanced car-parking
6. Refurbished station building
Regeneration of the station and its surrounding area will enable new spaces to be created adjacent to the seafront. Instead of being a focus for joy riders, the promenade will be reclaimed by tourists and residents as a place to enjoy the charm of a seaside.

**Design**

Attention to the frontage of the station and restoration and refurbishment of existing heritage buildings will enable the station to retain its own unique character while providing up to date amenities. The Victorian cafe and original clock should be retained and incorporated into the new development. The restoration of Richmond station in North Yorkshire into a vibrant community hub may provide a useful model.

The new development can take the form of a single structure, or a cluster of buildings, depending on the further ideas developed for uses in this revitalised part of Cleethorpes. It is a key area of the town with sea views and proximity to the beach; improved linkages to the town centre will ensure this becomes a popular destination for both residents and tourists.

There is a lack of signage at the station and a very poor quality public realm. A short term measure would be to commission a large graphics panel displaying a map of Cleethorpes which could be attached to the facing wall of Fantasy World.

1. Water features to look at and enjoy (Brindley Place, Birmingham)
2. A clever use of lighting to achieve ambience and display high quality public realm (Berlin)
3. A square showing how quality materials can enhance the public realm and link old and new buildings (Birmingham)
4. Tight knit pedestrian lanes with a mix of uses and quality spaces for lingering and sitting (Brighton)
5. Imaginative lighting to enhance floorscape and create a sense of excitement (Broadgate Square, London)
**The Railway Station and Fantasy World - Proposed**

Enhance the physical attributes of this key gateway site through redevelopment of the Fantasy World buildings to create a high quality, mixed use and transformational project.

The layout of new buildings will create a tighter urban grain with a variety of scale and use to replicate the character of Cleethorpes.

New station square to celebrate arrival in Cleethorpes with existing clock tower as ‘wayfinder’ and town map/model in square to aid legibility and orientation.

A permeable variety of routes lead to major destinations. Town Centre (the Golden Loop), The Promenade (Celebrating Foreshore) or the new tourist attractions on the Fantasy World site.
As part of the longer term regeneration of the area, the space should be redesigned to include a new public square with high quality materials and bespoke detailing. A palette of natural stone materials will ensure that the new station square creates an impression of quality and care. These could be enhanced through the introduction of corten and timber detailing. The station area should contain some bespoke elements and it is a prime potential location for public art.

The level change between the train station and the promenade can be used in a positive way to encourage access for all. This would require gentle slopes. The inclusion of a water feature, carefully designed and located would provide an attractive environment for all abilities and promote use of the station facilities.

Lighting should be an important consideration in the design of the new station square. Imaginative illumination can create atmosphere and a sense of ‘arrival’.

**Transport interchange**

There is an aspiration to improve movement and connectivity throughout Cleethorpes by providing a bus and coach interchange with a taxi rank adjacent to the train station. Getting around the town would be aided by the addition of a road train stop on the promenade at this point, to encourage people to use the ‘Lollypop train’ to explore the foreshore; this would link with the Cleethorpes Light Railway at the end of Kingsway.

The Railway Station and adjacent land provide the opportunity for better integrated public transport for Cleethorpes by connecting bus services and car parking with the station. This would have the added benefit of an improved public realm providing an attractive gateway for non car based visitors into the town. An integrated transport strategy for this area would create better linkages to the seafront for tourists, and better access to seamless public transport journeys for commuters into and out of the town. Cycle parking and bike hire should be located at the station to provide alternative means of getting around. The new bus interchange would be located on the site of an existing car park and additional parking might therefore be required elsewhere. However, improved public transport linkages and pedestrian priority routes would encourage a modal shift away from the car.

**Planning and environment**

The project lies within the Central Seafront Conservation Area. The Railway Station, refreshment rooms, clock and adjoining sections of station buildings are all Grade II listed. Also on the railway line the Railway Station buffet on Station Road now the Number One pub is also Grade II listed. Despite the community’s aspiration to see beneficial change to this important part of Cleethorpes, there are many challenges to be overcome. There will be a need for early discussions with Network Rail and several private landowners own property adjacent to the station with active and profitable businesses, so this will be a complex project to implement. Phasing and alternative accommodation provisions may be complicated and costs high.

**Next steps**

A suggested ‘early win’ activity would be to improve the station environment and approach through cleaning up and art installation. The first step to the realisation of the project is to undertake feasibility and preparation works as a Tier 1 preparatory activity.
10. Central Promenade: an accessible, vibrant seafront

“We have thousands of people coming here and we need to provide high quality facilities to ensure they will return again and again!”

**Tier 1 ‘Time is Now!’ Project**

This project will enhance the quality of the Central Promenade through new high quality streetscape and new elements such as beach huts, kiosks, fully accessible toilets and beach equipment. It aims to make the Promenade accessible to all, with appropriate dropped kerbs and pedestrian crossings. This is a key project and will act as a catalyst to help bring forward important private sector development opportunities on adjacent sites.

**Context**

The Central Promenade has been an important tourist destination for over one hundred years. With beautifully landscaped embankments, the distinctive folly of Ross Castle and a variety of kiosks selling food and souvenirs, it was historically the place to be on sunny weekends and holidays. From the Promenade there were steps down to the golden sand at regular intervals. Today the Central Promenade has lost much of its charm as it is dominated by large amounts of space given over to car parking and car movement.

**Impact**

The erection of beach huts and wind-breaks will provide visitors with a more enjoyable beach holiday experience. The provision of toilets and changing facilities that are accessible to all are essential if Cleethorpes is to retain credibility as a modern seaside destination. The addition of such facilities will attract more people to visit the town and support the businesses that already cater for the tourist trade. It is vital to reinforce and improve the current tourist offer, as it is one of the most important economic drivers of the town. What is good for visitors will also benefit local residents; in addition to contributing to an improved visitor economy it will improve investor confidence in surrounding sites.

**Design**

Central Promenade is one of the key tourist attractions in Cleethorpes. Throughout the year it can provide for alternative functions as;

- an accessible place for people to ‘promenade’
- a place for people to park and look out to sea
- a street to cycle along
- a street to drive along
- a route for the road train

Central Promenade should be designed as a space that facilitates these and other functions without unsightly traffic paraphernalia and kerbs that are difficult to navigate with wheelchairs and prams. Accessibility for all is a key aspiration, along with the need to provide appropriate toilets and changing facilities for those less able.

A lighting scheme for the Central Promenade could include illumination to key buildings and public spaces, for instance Ross Castle and The Knoll. The Promenade could also be re-defined as an event space, a place for music and performance as well as for taking an evening stroll. Temporary stages could be erected and there is an opportunity for reviving old festivals and creating new ones. In the long term innovative rides could take place along the foreshore.
To create a successful Promenade for all users will require a change of emphasis. Currently the car is seen as the most important user, resulting in high kerbs and a preponderance of parking bays. If the Promenade is redesigned with all users in mind, this will inevitably mean the need to reduce the amount of car parking to improve conditions for pedestrians, cyclists and the road train.

A creative approach to parking management can result in a place that is flexible and user friendly. For example, a policy could be introduced whereby vehicles are restricted during the summer months when there are more pedestrians, and more parking allowed during the quieter winter months, when people may want to eat fish and chips in the car while looking out to the sea.

Creating a flush promenade with no kerbs allows easy movement across the surface and improved access into the gardens. This will make life much easier for the many people who come to Cleethorpes in wheelchairs or are pushing buggies. However, careful consideration will be required at the transition points to ensure that a visible signal is given to drivers to emphasise the change in priority. This will ensure a safe environment for all.

Vehicular traffic, including the road train, has access along the Promenade. However, a non traditional paving layout can be designed to encourage drivers to slow down allowing for a more usable space.

The high quality palette of materials can be used to create interesting floorscapes that create a shared surface rather than a traditional delineation between pedestrians and vehicles and reflect the seaside location.

Street furniture

Street furniture along the Promenade should allow for a variety of choices: places to shelter, places to sit in groups and places to sit alone. It will help to create an area of ‘safe’ space adjacent to the beach.

The Promenade should allow for bespoke seating which does not need to be part of the standard suite of furniture proposed for the rest of Cleethorpes.

Surface materials

Materials used for the public realm should be of high quality, and a variation in colour should be explored in this location.

Planning and environment

Central Promenade lies entirely within the Central Seafront Conservation Area. Accessibility groups should be consulted fully as part of the design process. The development of a design code would ensure that street furniture and paving complement each other, creating a cohesive and attractive seafront for residents and visitors alike. This would be used to guide and ensure consistency of all future schemes.
**Central Promenade - Existing**

1. Private sector development opportunity
2. The Central Promenade has lost much of its charm as it is dominated by large amounts of space given over to car parking and car movement
3. Alexandra Road acts as a barrier to Pier Gardens and Central Promenade

**Central Promenade - Proposed**

1. Improved accessibility across Alexandra Road
2. Improve the quality of Central Promenade through new high quality public realm including beach huts, kiosks, public toilets and beach facilities
3. Opportunity site for higher quality mixed use building with a functions venue that is lacking since the closure of the Winter Gardens within a radically improved setting
Investment

This will be a largely public sector funded project and time will be needed to develop the project to ensure that the quality of design and materials is high and that there is funding in place for the range of improvements proposed.

Next steps

Central Promenade is classified as a Tier 1 project because of its key location in the town and because the investment will act as a catalyst to help bring forward the development of adjacent sites for the benefit of the resort. Initial feasibility and preparation work will be required to prepare the way. There is an opportunity to involve the community when designing some elements of the infrastructure, for example toilets, showers and changing facilities, kiosks, beach huts and wind breaks. Individual designs around a shared theme could create exciting forms, dotted along the whole of Cleethorpes’ four mile seafront. This in turn would provide exciting marketing publicity for Cleethorpes, with groups of well-designed attractions at key locations.

Due to its key location Central Promenade has potential to play host to Cleethorpes Renaissance ‘early wins’ such as the Carnival and Air Show planned for 2011.
Central Promenade with road train, new pedestrianised public realm, kiosks, beach huts, seating etc

Beach with wind breaks and traditional sea-side activities
The benefits of Renaissance
The benefits of Renaissance

“You drop a pebble in the pond and it spreads out – but you’ve got to start somewhere. If renaissance is about quality of place, that’s as good a starting point as any. Planning should open doors for investment, based on what’s gone before, but it perhaps needs to take a few risks too.”

The ‘role’ and ‘quality’ of Cleethorpes

Cleethorpes is an integral part of the ‘Greater Grimsby’ area, that includes the employment and retail centre of Grimsby, and its role is defined as ‘sun, sea and sand’, reflecting its miles of golden sands, visitor attractions and recreational opportunities. Cleethorpes has a role to support Greater Grimsby in attracting growth, through providing the quality of life context that attracts business investment and a high quality labour pool to the area. The renaissance programme for Cleethorpes needs to reflect the town’s role and function within the area that it sits and serves.

The SDF identifies how Cleethorpes can continue to support this approach, as opposed to trying to set itself up as a major area for large scale economic growth itself. Modernising its image and offer, the projects in the SDF are therefore not about wholesale change for the town, rather they reflect the need to enhance quality and get better at what it has always done to improve local economic sustainability.

The renaissance programme seeks to enhance the ‘quality’ of Cleethorpes, reflecting the underlying principle that attractive and functioning places will retain and attract the key individuals who will grow local economies. This is not solely about providing employment space, but increasing the quality of streets, squares, facilities and other public places, to increase footfall, turnover and therefore attract private sector investment. The projects set out in the previous section will therefore support a range of wider economic benefits across the town, as summarised in the following sections.

Raising profile and increasing confidence

Cleethorpes is a well known town, and has historically attracted visitors given its seaside location. The renaissance programme, in particular the investment in image and perception, will support the development of a modern, high quality image for the town providing strong visual messages of a green, accessible and vibrant location, with high quality architecture in its new and refurbished buildings, great public squares and a programme of cultural activity linked to the town’s heritage. The provision of a longer term major economic ‘hub’ on the Fantasy World site adjacent to the Rail Station could also serve as a key economic driver of the town, raising its profile and enhancing its economic footprint within the sub-regional economy. This will be key to attracting new visitors and business investment.

The preparation of the renaissance plan itself will create a degree of certainty in relation to the future role and direction of the town. This, together with the establishment of an effective partnership, will provide a clear statement to the private sector that the town is working together, which reduces the levels of ‘risk’ and enables the promotion of development activity. Early intervention to implement the key proposals will further raise confidence.
Enhancing local economic value

The local economy is influenced strongly by the tourism sector, which accounts for at least 15% of the town’s employment and is largely low skilled, low value employment which is often seasonal in nature. This is a key part of Cleethorpes - the town is and always will be a seaside and tourist destination, but it can build on that to develop higher value business activity. A shortage of high quality small business space in the town needs to be addressed and projects such as the creative use of The Knoll are critical to promoting local economic growth, competitiveness and sustainability. There could be further potential to develop a managed workspace/incubator facility within such currently underutilised buildings, which could assist to stimulate enterprise and skill levels within the town through the provision of flexible ‘easy-in easy-out’ workspace with appropriate levels of business support. The poorly utilised Railway Station and adjoining Fantasy World building is also a key location and could provide a ‘hub’ of economic activity in the town. The quality of a new building and public space presents a strong message, which could assist in both the retention and attraction of younger, enterprising and skilled people to reduce the currently high levels of employment leakage and projects such as the station refurbishment and Central Promenade are key to this.

It is important for the town to develop a critical mass of economic activity and opportunity that could promote it as a more attractive environment for higher value business activity. The town centre is vital to this – as the focal point or cluster around which growth and ‘renaissance’ should be nurtured in the first instance. There are a number of opportunities for new high quality and diverse economic activity in this central area, for example in Market Street and The Knoll. In that context, the Fantasy World site presents a strategic opportunity for a major economic ‘hub’ to be developed, with the potential for significant employment outputs to be generated given the scale of the site. Its gateway location adjacent to the Rail Station in the centre of the town makes it a prime development location which could serve as an economic ‘anchor’ for the town for a range of commercial, tourism and cultural activities, with the potential for additional economic uses to be established within its surrounding environs.
The precedent ‘Railway Station’ redevelopment project within the region is Richmond Station in North Yorkshire. In 2003, a community-based project to regenerate this was given the ‘go ahead’ to transform a once redundant Station and its surrounding buildings. ‘The Station’ re-opened in 2007 and comprises a number of hybrid workspace units, a cinema, a restaurant, a café-bar, an art gallery, community space and a heritage centre. The once underutilised station has now become a functional economic hub and destination in its own right which serves as a significant generator of employment in the town, as a popular community facility and as a visitor attraction. Cleethorpes Railway Station and adjoining Fantasy World site has the potential to be redeveloped in a similar way to provide a strong and functional economic driver for the town.

Skills and knowledge economy

The analysis and also comments made by local people during the community planning process highlight the challenges to be overcome in raising skills and creating the potential for a higher value economy to be established within the town. Seaside locations have attributes in terms of their environment, quality of life and diversity that attracts individuals and small businesses which can operate remote from key markets and support local economic growth – Scarborough is the strong regional example. There is no reason why Cleethorpes cannot develop in this manner – to enhance its knowledge economy performance. The town has a good stock of heritage buildings, which could provide attractive business accommodation and the proposals set out within the renaissance programme will enhance the overall ‘quality of place’.

Lack of higher level and vocational skills can, however, be a constraint and moving forward, Cleethorpes needs to consider ways to improve this. Enhancing education provision can be a high cost activity, but is essential. As a first step, Cleethorpes should be clear on whether further provision is needed within the town, or whether that provision already exists in Grimsby and is underutilised by Cleethorpes residents. The emerging actions, perhaps to be identified and promoted through the Young People sub group or a Skills group, could include measures to enhance the links between training provision in Grimsby and its accessibility to the people of Cleethorpes. If new provision in Cleethorpes is identified as being critical, then there could be an ideal ‘renaissance’ opportunity for a combined facility at the Fantasy World site or within an underused heritage building.
Improving the visitor offer

Diversification of the tourism sector, to attract a wider range of visitors throughout more of the year, particularly in the winter season and in bad weather is a key target action for the town. The Cleethorpes economy is currently rather vulnerable to weather patterns and there is a need to diversify the tourism offer to make Cleethorpes a ‘year-round’ destination. The provision of year-round visitor attractions the Town Hall and the re-use of other heritage assets for museums and cultural assets would help to address this. New cultural/arts and community resources could also be used by local residents for wider services and would also promote the conservation of these important heritage assets and enhance Cleethorpes ‘townscape’. The redevelopment of the Rail Station and adjoining Fantasy World site not only provides a fantastic ‘picture postcard’ gateway for the town but creates a transformational wet weather attraction to further diversify the tourism offer and provide a new community hub for the town.

Promoting Cleethorpes as a kite and wind surfing centre, with the potential for other extreme sports such as sand yachting, is a real opportunity to bring young people to the town. The project to enhance the quality of both the Central and North Promenades through proposed public realm works, new beach huts, kiosks, toilets and equipment would provide visitors with a more enjoyable ‘beach’ experience. This needs to be accompanied by a wider programme of ‘service’ enhancements for example in the stock of higher quality accommodation and customer service, which can then develop a higher value tourism economy, attracted by the high quality environment, a ‘new’ town centre and some interesting heritage and cultural attractions.

Enhancing connectivity

There is a poor sense of arrival at the Rail Station and a lack of linkages between the North and Central Promenades and the town centre. The town is fragmented, which does not enable easy access between seafront and town centre activities or between home and leisure, and therefore constrains the opportunity for economic activity. Visitors to the seafront are not attracted to venture inland, with local businesses missing out on visitor spend and visitors missing out on some important areas of the Cleethorpes’ offer. The ‘Golden Loop’ encompasses a series of projects that could achieve significant connectivity improvements, through focusing upon the delivery of high quality public realm to enhance the urban fabric, removing blight on vacant sites and improving shop fronts to increase footfall and bring economic benefits to the town.

Connecting the Pier and Promenade to the market place via a high quality public realm scheme along Sea Road and Market Street will encourage people to walk into the heart of the town from the seafront and support revitalisation of the town centre and the market place. Addressing the key gateway at the Rail Station is vital, to improve linkages with the town centre and to create a sense of arrival. The objective of connecting up Cleethorpes four mile coast could also enhance the north-south connectivity of the town through improving routes along the seafront and linkage to the town centre offer and consequently enhancing the visitor experience.
Improving rental values and yields

Renaissance activity and enhancing the economic wealth of a place can often be restricted or delayed through the viability challenges associated with new development. A renaissance strategy and focused quality of place investments, such as the market place, Sea View Street and the Promenade improvements, will have the potential to enhance the key indicators of value – rents and yields. This can make development viable or alternatively, enable a higher quality of product to be developed which is more appropriate to the town’s historic areas. Yield is a measure of risk and by creating a higher quality of place in close proximity to development sites (or across the town as a whole) this can reduce that assessment of risk to a developer/investor, increasing the opportunities for high quality development to take place.

Key projects in this respect are reconnecting the Pier and Promenade to the market place, to create a new focal point for the town centre and the facilitation of high quality uses on under/poorly utilised sites such as the Dolphin Hotel and Fantasy World. The redevelopment of the Rail Station and the refurbishment of key heritage assets such as the Town Hall and The Knoll will assist in further promoting the town’s historic environment.

Catalyst for private sector investment

The public realm element of a renaissance programme can act as the catalyst for private sector investment. Through raising ‘image’ and enhancing perceptions, high quality public realm can be the trigger that influences the locational decisions of visitors, developers and investors and leads to increased levels of economic activity. The use of well designed pedestrian priority schemes can improve access, footfall and extend the prime retail and commercial areas of the town. This increases occupier demand and therefore values, which can lead to redevelopment of secondary areas for important economic development projects such as workspace and commercial accommodation, hotels, new retail areas or high quality residential.

Cleethorpes’ natural environment needs to remain an attractive offer and unique selling point for the town. ‘Celebrating the Foreshore’ promotes vitality and quality along the seafront as a key part of raising value and perception of the town. Enhancing the quality of the natural environment to the north of the North Promenade and the revival projects for the Central and North Promenades will all act as the catalyst for increasing turnover and therefore provided the conditions for private sector investment.
Improving quality of life

Cleethorpes faces some critical social equity challenges, in relation to its comparatively high rates of unemployment, lack of higher value employment opportunities and pockets of significant deprivation. Despite these, Cleethorpes is a pleasant place in which to live and its hospitable people work hard to maintain a sense of civic pride and improve the town’s neighbourhoods. However, to remain sustainable and competitive in the longer term, more needs to be done to improve and demonstrate quality of life, as a key factor of attracting people and investment.

The creation of an enhanced retail environment (such as in the market place and along Sea View Street and St Peter’s Avenue), new higher value employment opportunities (through the redevelopment of currently vacant or underutilised buildings or sites such as The Knoll or the Dolphin Hotel), a diversified and higher quality tourism and leisure sector and an enhanced built and natural environment, are all key factors in raising Cleethorpes’ profile. An improving ‘quality of place’ and therefore ‘quality of life’ increases the prospects of sustainable economic growth.

The wider benefits of the renaissance programme, delivered through the projects, link strongly to the renaissance objectives. The projects seek to support a Cleethorpes for the future that has functioning and effective public spaces, utilises its heritage and natural assets for sustainable economic growth, and retains and attracts new business through a focus on improving the overall quality of the town and addressing the important ‘quality of life’ goal. This needs to be supported by a strong delivery function and partnership, which provides strategic guidance on the priority investments and progresses the renaissance programme in a co-ordinated manner, as discussed below.
Impact upon Cleethorpes’ economy

In the development of this SDF, it is important to consider the likely outcomes if there is no direct intervention by the public sector to address the key issues identified. This would reflect the fact that the public sector continues its current regulatory role and progresses initiatives where resources permit, but largely is a ‘reactive’ as opposed to a ‘proactive’ participant in the regeneration of Cleethorpes.

In the ‘do-nothing’ approach, it is likely that the socio-economic issues and challenges outlined on the previous page would remain prevalent and potentially become more significant. Of particular concern, there could be a continued decline in population, particularly amongst the younger generations, which creates challenges in terms of workforce availability and therefore its attractiveness to employers and investors. It is likely that there would also be a continuing lack of definition in terms of the town’s role and function which could limit its ability to achieve the optimum balance between the needs of businesses, residents and visitors. The benefits of Cleethorpes as a ‘seaside pursuits’ location such as the provision of improved facilities and broadened offer to a wider market would also not be enhanced.

In terms of developing a higher value economy, the lack of small business space and the impact of this on the already low levels of entrepreneurship and competitiveness would remain a key gap in the town – the continued ineffective use of key strategic sites and buildings within the town centre would prevent more appropriate redevelopment opportunities from coming forward. This is linked to the lack of definition of a clear town centre and ‘hub’ of economic activity which would remain an issue in the town and prevent potential growth opportunities for the local economy.

A ‘do nothing’ approach by the public sector would fail to address the socio-economic issues and challenges currently facing Cleethorpes and it is likely that its position and performance in both equity and competitiveness terms could reduce under this scenario. Furthermore, a lack of commitment and co-ordination from the public sector towards developing a clear and comprehensive approach to the future regeneration of the town could deter the private sector from investing in the area and this could threaten the future sustainability of the town.

The Cleethorpes SDF will ensure that there are clear and well defined steps to deter the ‘do nothing’ approach. The key Tier 1 ‘Time is Now!’ public realm improvements in the Market Street will demonstrate that the community and its leaders have endorsed the principle of quality place-making, which will be a precursor to renewed economic vitality in this revitalised 21st century coastal resort.
The way forward

Delivering Cleethorpes Renaissance will require considerable effort on behalf of the Town Team and the public sector partners to ensure that the momentum established is not dissipated by the practicalities inherent in moving the process forward.

A commitment to renaissance means that the community must be actively involved in decisions that affect the town’s future. Local people must be enabled to participate fully in the delivery of the renaissance programme through the Town Team. Authority and credibility must be given to the SDF as a statement of intent for the town. Projects should be identified that engage local people and can be delivered early in the programme, whilst longer term projects are in development.

There are many community groups in Cleethorpes whose members work hard to improve the quality of life for residents who live in their areas. Although it is likely that the physical regeneration of Cleethorpes will focus on the central area of the town, it is important that the efforts of neighbourhood groups are recognised and supported and that a renaissance ‘ripple’ can be created that supports initiatives throughout the whole of the town.

Strategies need to be developed to ensure easy access to facilities and activities for all Cleethorpes’ residents and particularly the young, who are so important to the future prosperity of the town. Young people’s views must be taken seriously and investments made to promote their future wellbeing within the town. There is a need for local youth groups to work together to ensure ‘joined up thinking’ and the coordinated development of appropriate facilities.

The Town Team provides the forum for bringing everyone together and needs to lead on the specific role of proactively progressing the renaissance agenda. It is important to work with existing structures and funding sources to enable some projects to commence without undue delay. To make the most of any available resources, it is crucial for North East Lincolnshire Council to agree priorities so that funding can be drawn down from future budgets.

Some funding opportunities have already been applied for to support cultural projects, which can radically enhance the regeneration of historic seaside resorts, and there are other possible future Government funding sources for seaside towns. New partnerships with the private sector and with land-owners will need to be explored and implemented to kick-start change.

The appointment of a Cleethorpes Renaissance Manager will facilitate better co-ordination and planning of specific proposals and will provide a contact person based in the town. The physical presence of ‘Renaissance’ is an important priority. The possibility of taking over the former Tourist Information Centre should be pursued. This will provide a focus for the display of future plans as well as a place for local people to stop by to make suggestions, find out information or simply meet others for a chat. When the Renaissance Shop is open, a key step towards the reinvention of Cleethorpes as a confident, forward-looking and economically vibrant town will be made.

A number of specific projects have been identified to date and are included in this SDF. Several are ambitious medium to long-term propositions with many associated challenges to be overcome. Others fall into the ‘Time is Now!’ category. Working with the Town Team, it is also important for the public sector partners to show commitment to the renaissance process by progressing ‘quick win’ opportunities which may focus less on capital intensive initiatives and more on events and activities to raise Cleethorpes’ profile, increase interest in the resort and stimulate the perception that Cleethorpes is on the move.
It is important to provide the public sector partners with guidance on critical activities that should be undertaken to progress the SDF. This also considers wider governance and funding issues and the phasing of the projects, i.e. which are the priority projects to deliver in the short term, and what key steps should be taken to progress the longer term objectives.

a) Establish priority projects and actions

Having established priority projects through the development of the SDF the public sector partners, working in conjunction with the Cleethorpes Town Team, now need to agree an approach to delivery. This exercise will need to take account of factors such as funding availability, project deliverability, impact and risk. This will be critical in order to establish the phasing of delivery of renaissance activity within the town.

b) Implement ‘Time is Now!’ projects and progress longer term projects

It will be important to identify and agree Tier 1 ‘Time is Now!’ projects which could be delivered in the short term without significant challenges and constraints. The delivery of one or more of these will portray a clear message that the public sector is committed to delivering the SDF objectives. This could assist in kick-starting the renaissance of the town and potentially enhance levels of investor confidence. However, it will be important for the public sector partners to commence the progression of the longer term projects to ensure that aspirations of regeneration are not ‘stifled at birth’. This could involve initial negotiations with relevant landowners, studies to establish project feasibility and a programme of works to ‘get the ball rolling’.

c) Support for key development projects

An important role of the public sector partners in Cleethorpes is to assist the private sector in achieving its objectives. Whilst the public sector cannot directly fund the private sector (given state aid laws) it can nevertheless support activities by working closely with interested parties to ensure that challenges and constraints are known, fully researched and that mitigation proposals are in place prior to planning applications being submitted. The role of the public sector will therefore be to pro-actively work with the private sector and regulatory bodies at an early stage, so that projects are not unduly delayed at the planning stage.

d) Engage with key public organisations

There will need to be clear lines of communication between the key public sector agencies and also with other bodies where applicable, for example the Skills Funding Agency, Arts Council England and the Environment Agency. This will enable greater clarification over the roles and responsibilities of each and will assist in promoting a collaborative approach to ensure that all relevant organisations are ‘on board’ and fully aware of the renaissance activity taking place in Cleethorpes.

e) Ensure alignment with planning policy

It will be important to ensure that the projects and actions identified in the SDF align with planning policy at all levels and that their progression and delivery is not hindered by the planning process. It will therefore be important for the SDF to align with and support the emerging Local Development Framework. The planning framework, supported by the aspirations of the community as enshrined in the Cleethorpes Charter, will be an important tool to prevent any inappropriate uses coming forward on key strategic sites within the town.
f) Commence negotiations with key landowners

Several flagship projects within the town have been identified in the SDF, the delivery of which is reliant upon a co-operative approach with private sector landowners. One example is the potential transformation of the Fantasy World site adjacent to the Railway Station. Such a project has strategic importance for the long term regeneration of Cleethorpes, and a priority task should be to encourage the ‘buy-in’ of the private sector through negotiation with the relevant private sector organisation and individuals to discuss potential approaches to development in this location.

h) Promotion and branding of Cleethorpes

As a seaside and tourism resort within Lincolnshire, Cleethorpes could benefit from wider marketing and promotion that sets out its strong assets – namely the beach, the traditional seaside facilities and the ease of access by train – the ‘traditional day out at the seaside’ for Yorkshire’s and Lincolnshire’s residents. This may be the first step in a wider campaign that then targets visitors from further afield – perhaps as and when the renaissance investments have started to bite and improvements made. The ‘Cleethorpes Renaissance’ brand can assist in that, by attracting people to the town, and importantly acting as the banner under which to unite local people into coordinated action and involvement. Business investment and economic growth will largely come from within, but a strong alliance of the town with the wider inward investment activities of the Greater Grimsby and Lincolnshire brands are likely to have more impact than trying to ‘go it alone’.

i) Co-ordination of the Town Team and Action Groups

Having established the Town Team and supporting Action Groups, a critical task for the public sector partners will be to ensure that the Town Team is effectively managed and co-ordinated and that its strategic focus aligns with the aims, objectives and priorities of the SDF. Members of the community need straightforward access to the Town Team and opportunities for effective training of emerging leaders could be explored.
Appendix 1
Planning

In considering the regeneration of Cleethorpes, it is important to be mindful of the planning policy background which is relevant to the various projects in the SDF. This statement was written in early summer 2010 just following the general election which saw a new coalition government which has announced plans to change planning policy. The policy outline therefore describes policy which was valid up to the May 2010 election and is subject to change.

As at May 2010 planning policy is provided in three tiers, national, regional and local level, including emerging guidance.

National

» National planning policy is set out in Planning Policy Guidance (PPGs) or in Planning Policy Statements (PPS), which are phasing out the advice set out in PPGs;

» PPS1 – Delivering Sustainable Development

» PPS3 – Housing

» PPS4 – Planning for Sustainable Economic Growth

» PPG13 – Transport

» PPS25 – Development and Flood Risk

Regional

» Regional planning guidance is provided in the Regional Spatial Strategy (RSS). The RSS for Yorkshire and Humber was adopted in May 2008. It is proposed that the RSS will be phased out and replaced by an Integrated Regional Strategy (IRS), due to be published for consultation in summer 2010. The extant RSS sets out suites of policies that are relevant to the regeneration of Cleethorpes, including issues relating to climate change, promoting sub regional towns, creating open space, improving public realm, strengthening the role of town centres, creating networks of green infrastructure, enhancing bio-diversity, considering the importance of historic environment, addressing the region’s economy, providing frameworks for sustainable tourism and setting housing targets.
Local

» Local planning policy is provided though the policies of the North East Lincolnshire Local Plan (originally adopted in November 2003) which underwent a review under the terms of the Planning and Compulsory Purchase Act (2004) in September 2007. As with regional guidance, there are a suite of policies including, housing, the environment, local centres, retail, tourism, education, conservation areas and sites of international and national nature conservation importance.

» Emerging local policy is set out in the Local Development Framework (LDF) which will replace the local plan. The Core Strategy is not yet adopted, however, as with the extant local plan, it does provide policy guidance on a number of broad topics including supporting the local economy, housing, town centres and retailing, new tourism development and sustainable development to name a few.

» Cleethorpes Resort Area Action Plan has not yet been commissioned, however once adopted, it will form part of the LDF.

» Central Promenade Development Brief (SPD) was adopted in March 2007 and provides the framework for determining future planning applications.

» Central Strategic Flood Risk Assessment (SFRA) – this document was produced in July 2008 and is one of the background documents, which has informed, and will continue to inform, the production of documents for the SDF.

The SFRA is being updated to meet the requirements of Planning Policy Statement 25 and is expected to be available within the next few weeks. This takes into account 100 years of climate change and sea level rise and will provide a more accurate indication of the scale and nature of the risks from flooding in the district.
Appendix 2
Socio-economic profile

Cleethorpes faces a range of socio-economic challenges, in terms of equity and competitiveness and these are summarised below:

» Declining population, particularly amongst the younger generation

Cleethorpes has suffered a 1% decline in its resident population since 2001, compared with growth at district, regional and national levels, and now has a population of 34,502. Moreover the percentage of the population aged between 25 and 34 fell by 22% in Cleethorpes between 2001 and 2007, compared with declines of only 17% across the district, and 5% both regionally and nationally. By 2030, there is expected to be a further 8% decline in the number of people aged between 15 and 24 in the district, compared with a projected 2.9% increase nationally and the total projected population increase by 2030 for NE Lincs is 6% less than the national projection.

» High rates of unemployment

The average unemployment rate (claimant count based) for Cleethorpes at 5.1% is higher than regional and national comparatives (4.8% and 4.2% respectively). There is also a higher proportion of benefit claimants in Cleethorpes than at regional and national levels. However, NE Lincolnshire has a higher proportion of its population that are ‘economically active’ than regional and national rates – which highlights the potential within the local district economy.

» Dependence upon low value employment sectors

15% of employees in Cleethorpes work within the ‘hotels and restaurants’ sector, which is more than double the figure at regional and national levels (6%). Furthermore, NE Lincolnshire has higher percentages of people employed within lower value occupations such as plant/machine operatives and elementary occupations than seen regionally and nationally. In contrast, the percentage of Cleethorpes’ employees working within the ‘business activities’ sector (6%) is only a third of the national average and less than half of the regional average. This also leads to average weekly earnings which are lower than regional and national averages.

» Low rates of productivity and poor competitiveness

NE Lincolnshire is ranked 347th out of 407 districts nationally in terms of competitiveness, placing it within the 15% least competitive of districts nationally. Furthermore, the projected Gross Value Added (GVA) growth for NE Lincolnshire is 3% less than that projected for the region and slightly less than 3% less than that projected for the UK.

» High rates of employment leakage

Cleethorpes is a net exporter of labour in terms of travel to work patterns, with 70% of Cleethorpes’ workers travelling to work outside of the town – only 30% of workers who reside in Cleethorpes work in Cleethorpes. Of this 70% who leave Cleethorpes, 48% travel to the Grimsby area to work.

» Low skill levels

NE Lincolnshire has a much lower proportion of people with higher level qualifications, particularly at NVQ levels 3 and 4 and above, compared with regional and national levels. In NE Lincolnshire only 15% of the working age population are educated to NVQ Level 4 and above compared with 23% regionally and 28% nationally.
» Pockets of significant deprivation

NE Lincolnshire is within the 15% most deprived of LA’s nationally and 2 of the 22 Super Output Area’s (SOAs) within Cleethorpes are ranked within the 5% most deprived nationally overall (out of 32,482 SOAs). There are significant deprivation issues prevalent in Croft Baker and Sidney Sussex, particularly in relation to crime and the environment (11).

» High rates of crime and anti-social behaviour

In 2007/08, NE Lincolnshire was within the highest 20 rated authorities for key offences (12) out of 378 local authority areas in England and Wales (13).

Summary

In socio-economic terms, Cleethorpes and the wider NE Lincolnshire district are clearly underperforming relative to the regional and national economies. With an actual, and forecast to increase, declining younger population, Cleethorpes needs to ensure that it continues to attract people in order to be sustainable. The Cleethorpes’ economy is over reliant upon the service sector jobs associated with the local tourism economy, which is characterised by poorly paid, low value and often seasonal employment.

Higher levels of unemployment in the town than at regional or national levels, together with the leakage of employment, indicates the need for a ‘step change’ in the competitiveness and productivity of the local economy. The town needs to consider a way forward either continuing with a relatively low value tourism and visitor economy, to plan for long term diversification or to retain a tourism service sector but to enhance the quality. These would need to come forward alongside wider training and skill based initiatives to ensure that the needs of local people are met and that they are able to readily access such opportunities to assist in overcoming the identified issues of deprivation and unemployment that currently prevail.

Footnotes
1 Cleethorpes primarily consists of three electoral wards – Croft Baker, Haverstoe and Sidney Sussex.
2 Based on the ONS 2007 mid-year population estimates
3 ONS Population Projections to 2030
4 Claimant Count as a proportion of resident working age population estimates at Sept 2009
5 Annual Population Survey 2008
6 Annual Business Inquiry Employee Analysis 2007
7 Huggins’ 2008 Competitiveness Index
8 Yorkshire Forward/Experian/ONS – Regional Econometric Model (2008)
9 Travel to Work Data from the 2001 Census
10 Annual Population Survey 2007
11 Index of Multiple Deprivation 2007
12 Key offences include a range of crimes such as violence, assault, burglary, theft, robbery etc.
13 Government Office for Yorks & Humber Regional Intelligence Team, December 2008
When developing the Cleethorpes Renaissance projects and other developments coming forward in the town the following guiding principles should be followed.

<table>
<thead>
<tr>
<th>Urban Design principles</th>
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<tbody>
<tr>
<td>Streets: encourage active and interesting streets; use of materials for different surfaces etc; reducing vehicle speeds for safe streets, accommodating parked vehicles sensitively;</td>
</tr>
<tr>
<td>Permeability: providing people with a variety of routes to a variety of destinations, combining accessibility with legibility of movement routes, integration of uses, especially at key “nodes”;</td>
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<tr>
<td>Transport: encouraging cyclists and pedestrians, promoting greater accessibility of and to public transport;</td>
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<tr>
<td>Landmarks: creating interest and providing variety, interpreting the scale of buildings and spaces, using vistas, focal points and corner buildings to provide emphasis;</td>
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<tr>
<td>Quality: defining a materials strategy as a means of establishing identity, ensuring consistent treatment of architectural finishes;</td>
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<tr>
<td>Public realm: ensuring the public realm offers a pleasurable experience, an attractive physical form, clear spatial organisation and diverse contents;</td>
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<tr>
<td>All buildings present ‘active frontages’ to roads, paths and open spaces areas, not only to add interest to the street scene, but more importantly to create a sense of ownership and security. To facilitate these requirements prominent doors should face the street; front elevations articulated through projections such as bay windows, porches etc; corner plots throughout the development shall be emphasised and punctuate the change of direction.</td>
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Cleethorpes Renaissance Project Delivery

As part of Cleethorpes Renaissance process “Early Win” activities have been identified. Ten Renaissance projects have been categorised as Tier 1 ‘Time is Now’ projects (up to 5 years) and Tier 2 Medium and Long Term projects (5-15 years). The following table sets out the projects and project proformas for the projects are available in a parallel document from the NELC website [www.nelincs.gov.uk](http://www.nelincs.gov.uk)

### Early Win Activities include
- Open Renaissance Shop
- North of North Prom - clean up
- Station approach – tidy up and art installation
- Civic Society Cleethorpes Heritage Trail Booklet reprint
- St Peter’s Avenue – Church Festival June
- Town and seafront - Cleethorpes Carnival July
- North Prom - Seaside Festival July
- Market place - Communities Together event August
- Sea View Street - Christmas Market
- Central Promenade - Air Show August 2011

### Tier 1 – ‘Time is Now’ 0-5 years - Project Delivery
- Connecting the Pier and Promenade to the Market Place
- Opening Doors: making the most of the Town Hall
- Shop and Stop: enhancing Sea View Street
- Heritage Opportunities: Alexandra Road and The Knoll
- North of North Prom: neglected beach & wildlife area
- Central Promenade: an accessible and vibrant seafront

### Project Feasibility and preparation work
- Unlocking Potential: Dolphin Hotel ‘gateway’ site
- Revitalising St Peter’s Avenue
- Celebrating Arrival: the Railway Station and Fantasy World
- Reviving North Promenade: aspirations for change

### Tier 2 - Medium and Long Term 5-15 years - Project Delivery
- Unlocking Potential: Dolphin Hotel ‘gateway’ site
- Revitalising St Peter’s Avenue
- Celebrating Arrival: the Railway Station and Fantasy World
- Reviving North Promenade: aspirations for change