CABINET

DATE	11th March 2019
REPORT OF	Councillor Peter Wheatley Portfolio Holder for Regeneration, Housing, Skills and Assets
RESPONSIBLE OFFICER	Director of Economy and Growth
SUBJECT	Cleethorpes Regeneration Programme – Sea View Street Plaza
STATUS	Open
FORWARD PLAN REF NO.	FP 03/19/07

CONTRIBUTION TO OUR AIMS

The Council is now in the delivery phase of a multi-faceted regeneration programme for Cleethorpes (Cleethorpes Regeneration Programme). The Cleethorpes Regeneration Programme, which is funded through the £1.9m Heritage Lottery Townscape Heritage Fund (HLF), the £3.8m Coastal Communities Fund (CCF), and the Council's Capital Programme aims to develop and diversify the economic role of the resort, enhance the visitor experience and increase developer confidence leading to new investment and jobs.

The Cleethorpes Regeneration Programme will make a significant contribution to the Council's strategic objective of a 'Stronger Economy' by delivering new infrastructure and public realm works that aim to unlock and accelerate private sector investment in key sites. It will support the ongoing private sector investment from a range of independent retailers and restaurateurs in High Street, Alexandra Road and Sea View Street. It will also contribute to the Council's 'Stronger Community' objective by providing high quality public spaces for residents and visitors within the town's historic streets and promenades. It aims to ultimately encourage growth and job creation.

EXECUTIVE SUMMARY

This report presents the final scheme layout for the creation of a new plaza in Sea View Street. The works are supported by funding from CCF.

Extensive stakeholder consultation and engagement has helped to shape the Cleethorpes Regeneration Programme with significant time being devoted to discussions with the Sea View Street Traders' Association and other stakeholders. This has provided valuable feedback which has helped to shape the final design.

The Cleethorpes Regeneration Programme has been designed and developed to align with the regeneration aspirations of the Grimsby and Cleethorpes Town Centres Investment Plan 2016 and the Cleethorpes Strategic Development Framework 2010 including recommendations for public realm improvements and the creation of a new public space in Sea View Street.

Cabinet is requested to consider the scheme and approve the final layout with a view to works commencing on site in autumn 2019.

RECOMMENDATIONS

It is recommended that Cabinet:

1. Approves the final scheme layout for Sea View Street Plaza for implementation, as part of the Cleethorpes Regeneration Programme (See Appendix 1).
2. Authorises the Director of Economy and Growth, in consultation with the Portfolio Holder for Regeneration, Assets, Skills and Housing to:
    - undertake the procurement of capital activities required to deliver the programme activity in accordance with Council's Corporate Procurement Regulations;
    - award a tender within the allocated budget;
    - take all actions necessary to secure the continued implementation and ultimate completion of the scheme and all ancillary issues arising.
3. Authorises the Chief Legal and Monitoring Officer to execute all documentation arising.

REASONS FOR DECISION

The delivery of works to create a plaza within Sea View Street will further support the growth of the visitor economy, increase investor confidence and enhance the sense of 'place' for the community and businesses.

The proposals are supported by funding from CCF with an expectation of expenditure during 2019. Cabinet approval is required to ensure that works can commence on site in Autumn 2019.

1. BACKGROUND - SEA VIEW STREET PLAZA

1.1 The Council has launched a major regeneration programme in Cleethorpes which focuses on enhancing the town's historic streets and promenades. This has provided a unique opportunity to consider the importance of place making and the positive contribution of good design.

1.2 CCF was secured through the Coastal Community Team, CoastNEL and the Council, to specifically enhance the environment of the resort, thereby delivering economic benefits through growth and the creation of jobs.

1.3 In August 2018, Cabinet approved the final scheme layout for the public realm works. This included the removal of the small surface car parking area at the top of Sea View Street, adjacent to the Memorial Arch, to create a plaza. It was agreed that the final design for the plaza would be prepared and considered by Cabinet following further consultation.

1.4 Two design options were prepared and engagement took place from 5-10 February, with dedicated sessions for Sea View Street Traders and the Armed Forces Team as well as a public event. In addition, the information was available to view on line, at the ENGIE offices in Grimsby town centre and the Discovery Centre in Cleethorpes. Both designs are respectful of the area's historic character and provide a contemporary design response to enhance the visitor and community's experience.

1.5 People were able to provide feedback on the designs and select their preferred option. The results of the consultation have now been assessed and the final scheme being presented today represents the majority view of the public. A detailed report on stakeholder engagement and responses is appended to this Cabinet report (Appendix 2).

1.6 To enable the plaza works to be delivered alongside the main contract for public realm works in Sea View Street, and in accordance with the agreed terms and spend profile of the CCF grant, approval to proceed is required to ensure that all preparatory work can be completed with a view to works commencing on site in Autumn 2019.

2. RISKS AND OPPORTUNITIES

2.1 Opportunities – the CCF funding provides an unprecedented opportunity to make significant investment in the quality of the built environment and public realm. Investment in public spaces is an essential part of any successful regeneration strategy and will contribute to an enhanced visitor experience.

2.2 Risks – the works will be carried out within a popular street within the town centre which may result in disruption, and in turn could result in criticism from the community and other stakeholders. A communications plan is in place to ensure that clear and consistent information is provided throughout the delivery phase.

2.3 Risks - the works have been programmed to reduce impact wherever possible. Any delays to the scheduled start date will impact the delivery of the programme, as the deadline for defraying the funding is December 2019.

3. OTHER OPTIONS CONSIDERED

3.1 Do nothing – this would not accord with the decision to proceed with the scheme which was made by Cabinet in August 2018.

3.2 Development of an alternative scheme – the scheme design has been finalised following stakeholder consultation. The funding deadlines do not allow for further redesigns.

4. REPUTATION AND COMMUNICATIONS CONSIDERATIONS

4.1 Successful delivery of the proposed plaza works will generate positive reputational and communications impacts for the Council in terms of the significant visible investment that will be made in Cleethorpes town centre and the associated benefits for local residents, investors, businesses and visitors.

4.2 There is a potential negative reputational risk for the Council if agreement is not reached on the final scheme layout to enable delivery of works within the timescales set by the funding body.

4.3 The implementation of a plaza in this key location will result in disruption during the works. Lessons learnt from similar recent town centre regeneration has resulted in the implementation of a robust communications plan in advance of works commencing on site. This ensures that businesses and local residents receive consistent and timely information to minimise any adverse impact. Local media will be used to inform the wider public. The project team will continue to work closely with the Council/ENGIE communications teams to ensure that clear and consistent information is delivered in a timely manner. The communications plan for the programme will continue to be updated to cover issues including any further public engagement requirements.

5. FINANCIAL CONSIDERATIONS

5.1 The costs for the Seaview Street Plaza are estimated to be in the region of £60k and will be funded through the CCF allocation. The cost of paving the plaza area is already included within the Cleethorpes Public Realm Contract.

5.2 Replacement of highways features including footway paving, lighting and signage will have a positive impact in terms of costs associated with defect repairs to existing highway infrastructure.

5.3 There may be a requirement for some modest, enhanced maintenance, and this will be managed through the reprioritisation of existing budgets.

6. CONSULTATION WITH SCRUTINY

6.1 The proposal was considered by the Tourism Scrutiny Panel, with comments fed back to Cabinet.

7. FINANCIAL IMPLICATIONS

7.1 As outlined above, the cost of the works is estimated in the region of £60k, is to be funded from external grant and is already incorporated within the Council's approved Capital Investment Programme.

7.2 Additional maintenance costs are expected to be minimal and covered from within existing budgets.

8. LEGAL IMPLICATIONS

8.1 This report sees the continued implementation of the Cleethorpes Regeneration Programme.

8.2 The procurement of works in order to implement the plaza at Sea View Street is consistent with the stated aims and objectives of the Council and within the regeneration programme formerly approved by Cabinet.

8.3 The procurement exercise will be conducted so as to comply with the Council's policy and legal obligations, specifically in compliance with the Council's Contract Procedure Rules and the Public Contracts Regulations 2015, and supported by relevant officers.

8.4 The delegations sought are consistent with an exercise of this nature.

9. HUMAN RESOURCES IMPLICATIONS

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

10. WARD IMPLICATIONS

The programme will have implications for the Croft Baker and Sidney Sussex wards. The economic benefits of the project will be distributed across North East Lincolnshire reflecting the continued economic importance of the resort.

11. BACKGROUND PAPERS

Cabinet Report Cleethorpes Regeneration Programme – Sea View Street

https://www.nelincs.gov.uk/wp-content/uploads/2018/05/Cabinet-Minutes-29th-August-2018.pdf

Cabinet Decision Notice 2 July 2018
https://www.nelincs.gov.uk/wp-content/uploads/2018/05/Decision-Notice-2nd-July-2018-2.pdf

Cabinet Decision Notice 10 May 2017 (DN. 156)
https://www.nelincs.gov.uk/wp-content/uploads/2016/06/Decision-Notice-10th-May-2017.pdf

Cabinet Decision Notice 22 November 2017 (DN. 73)
https://www.nelincs.gov.uk/wp-content/uploads/2017/06/Decision-Notice-22nd-November-2017.pdf

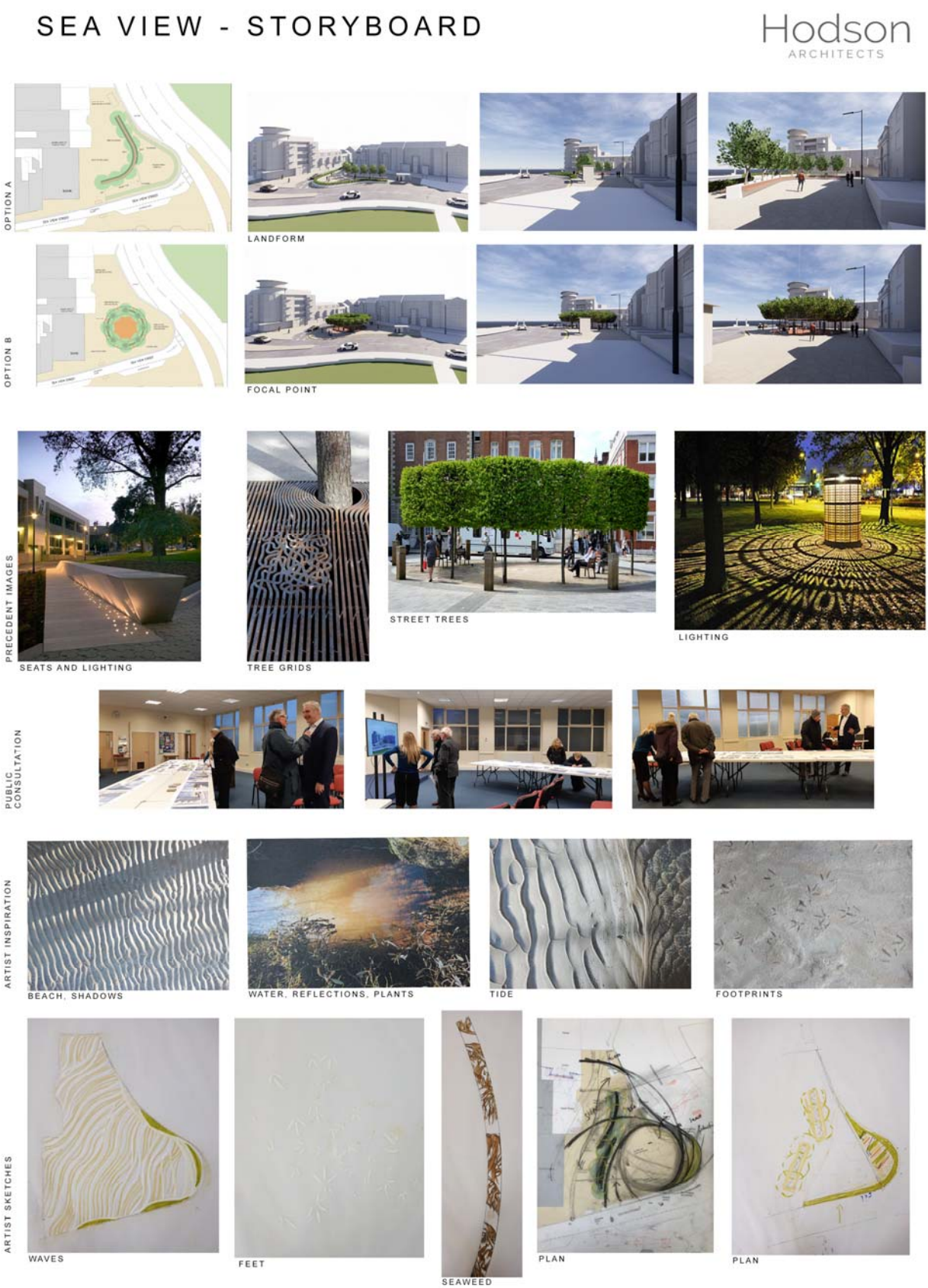
Grimsby and Cleethorpes Town Centres Investment Plan 2016
https://www.nelincs.gov.uk/wp-content/uploads/2016/03/3881-Investment-Plan-Screen-Res-1.pdf

12. CONTACT OFFICER(S)

Acting Assistant Director Regeneration	Investment Manager Partnership & Engagement
Damien Jaines-White	Helen Thompson
Economy and Growth, NELC	Economy and Growth, NELC
01472 324674	01472 325722

Councillor Peter Wheatley
Portfolio Holder for Regeneration, Housing, Skills and Assets

Appendix 1 Final Design for Sea View Street Plaza



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VIEW FROM RAF CLUB
AS PROPOSED - OPTION A

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VIEW FROM NATWEST BANK
AS PROPOSED - OPTION A

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VIEW FROM RAISED AREA
AS PROPOSED - OPTION A

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Appendix 2 Stakeholder Engagement Report

Cleethorpes Regeneration Programme - Sea View Street Plaza

Working in Partnership

Evaluation of Stakeholder Engagement
Date of Report: 22 February 2019

'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.'
Mission Statement, Cleethorpes Renaissance Charter, 2009

In 2017, CoastNEL (a group of local people representing business, arts, culture, tourism and heritage) worked with the Council to secure £3.8m from the Government's Coastal Communities Fund. The aim of the fund is to help coastal communities to strengthen their appeal as places to live, work and visit. Since the funding was awarded, CoastNEL and the Council have carried out comprehensive stakeholder engagement, providing meaningful feedback which has helped to shape the proposals, many of which are now in delivery phase.

Background - Sea View Street Public Realm Improvements
In August 2018, Cabinet approved the final layout for public realm improvements in Sea View Street. This included the removal of surface car parking to accommodate a new plaza. It was agreed that design options for the plaza would be prepared and subject to stakeholder engagement which would identify a preferred option. This would then be put to Cabinet for further consideration.

Stakeholder engagement
- PfH briefing with Cllr Wheatley, 28 January 2019 & Cllr Rogers, 30 January 2019
- Ward Councillors invited to attend separate session, 5 February 2019
- Councillors invited to attend separate session, 5 February 2019
- Sea View Street Traders, 5 February 2019
- Public Event, 5 February 2019
- Armed Forces Groups, (invited to attend on 5 February but due to diary clashes, this was rescheduled to 8 February 2019)
- Information available on-line including questionnaire 5-10 February 2019
- Information displayed in Discovery Centre & ENGIE offices with opportunity to complete the questionnaire

Councillors
Both Cllr Wheatley and Cllr Rogers were briefed on the design options. Cllr Wheatley authorised the commencement of stakeholder engagement. Ward councillors were invited to attend a separate session on 5 February, which was followed by a further session for all other councillors.

Special Interest Groups
Sea View Street Traders
As agreed at a meeting with traders last July, an update was presented on the alternative parking arrangements. This was followed by a presentation of the design options for the plaza. There was a lengthy discussion regarding parking, planning policy, licensing, anti-social behaviour and waste collection. Not all traders attended the session. Not all those who attended stated if they had a preferred option, although given the opportunity to do so.

NUMBER OF RESPONSES	OPTION A	OPTION B	Both/Other
9	5	4	0

Armed Forces Group

A meeting was held with the Armed Forces Group, to discuss the design options for the plaza. They provided information on the events they organise and the space required. They expressed a preference for a larger gathering space and there was a discussion about ways in which the proposal could be revised to take into consideration their concerns. As a result they felt comfortable expressing their support for Option A, subject to the agreed amendments being made.

NUMBER OF RESPONSES	OPTION A	OPTION B	BOTH/OTHER
2	2	0	0

Public engagement

- A media release was issued providing details of the proposals and the engagement event.
- Letters were delivered to households and businesses within Sea View Street and Koll Street providing details of the engagement event.
- Proposals were available to view online www.investnel.co.uk/cleethorpesregen with a survey to select a preferred option.
- A public event was held at the Baptist Church, 4-7pm on 5 February.

The public event at the Baptist Church was attended by approximately 40 people. The following members of the project team were available to provide further information: Helen Thompson (CCF Project Lead), Donna Riley (Project Manager), Mark Hodson & Holly Partlett (Hodson Architects/ consultants for public art).

NUMBER OF RESPONSES	OPTION A	OPTION B	BOTH/OTHER
38	22	15	1

Responses from questionnaires collected at The Discovery Centre/ ENGIE offices

NUMBER OF RESPONSES	OPTION A	OPTION B	BOTH/OTHER
12	6	1	5

On-line Survey

The options have received 910 views, 297 people completed the survey. The results identified a preference for Option A.

NUMBER OF RESPONSES	OPTION A	OPTION B	BOTH/OTHER
297	226	71	0

TOTAL NUMBER OF RESPONSES	TOTAL OPTION A	TOTAL OPTION B	TOTAL BOTH/OTHER
358	261 73%	91 25%	6 2%

Recommendations
The results of the public engagement have identified a preference for Option A.

In response to comments received from the engagement sessions, the preferred design (Option A) has been updated as detailed below, with additional input from the appointed artist, Katayoun Dowlatshahi:

- Tree line has been moved back;
- Seating under the trees has been split into two;
- Use of additional seating on the outside perimeter of the plaza to take advantage of the views;
- Full access for all;
- Future maintenance costs;
- Positive interest in public art element.

Key features of the final design include:

- Focus on the natural environment, the resort's greatest asset;
- Reintroduction of street trees and coastal planting;
- Up-lighting of trees;
- Decorative tree grilles (depicting sea weed);
- Seating which looks out to the Estuary and back towards the historic buildings;
- 'Tidal movements' depicted in the floor scape;
- Use of a poem.

Other comments received
- Anti-social behaviour: some people were concerned that the creation of a public space in this location would encourage anti-social behaviour.
- Historic buildings: some people thought that the historic buildings were being demolished, but it was explained that the historic fabric would remain unchanged or improved should eligible owners apply for grant assistance through the HLF programme.
- Homelessness: some people thought that the plaza would encourage homeless people to locate in this area.
- Licensing: some people were concerned that the area would become a focal point for street drinking and that licensed premises in the area would allow their customers to spill out into this area.
- Parking: some people thought that the car parking should not be removed. Some people did not consider the arrangements for 18 one hour free bays in Wardall Street to be an acceptable solution to the loss of 18 car spaces within Sea View Street. Some traders requested a 'Sea View Street Shoppers only car park'.
- Planning Policy: some of the Sea View Street Traders expressed concern that the street was becoming dominated by licensed premises and that this was not appealing to families/ other visitors who wished to visit the retail outlets.
- Climate: some people commented that the area was exposed and would benefit from some sort of shelter being offered to improve use of the space. Others felt the weather would prevent people from using the space.
- CCTV: some Sea view Street Traders asked for CCTV to be extended to cover the entire area (including the new plaza).

A response to the other comments received is currently being worked up with relevant Council/ENGIE colleagues.