

CABINET

DATE	16 December 2019
REPORT OF	Councillor John Fenty, Portfolio Holder for Regeneration, Skills and Housing
RESPONSIBLE OFFICER	Clive Tritton, Interim Director of Economy & Growth
SUBJECT	Cleethorpes Regeneration Programme - Sea Road Development
STATUS	Open
FORWARD PLAN REF NO.	CB 12/19/07

CONTRIBUTION TO OUR AIMS

The Council is part way through the delivery phase of a multi-faceted regeneration programme for Cleethorpes (The Cleethorpes Regeneration Programme). This Programme of work, which is funded through the National Lottery Heritage Fund (NLHF), the Coastal Communities Fund (CCF), the Council's Capital Programme and Local Transport Plan (LTP), 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 contribute to the Council's strategic objective of a 'Stronger Economy' by delivering new development and public realm works to help accelerate private sector investment. It will support ongoing private sector investment from a range of independent retailers and restaurateurs throughout the resort. It will also contribute to the Council's 'Stronger Community' objective by providing high quality public spaces and facilities for residents and visitors within the town's historic streets and promenades. It will ultimately encourage growth and job creation.

EXECUTIVE SUMMARY

This report presents the proposed scheme layout for the Sea Road public realm/highways improvements and the preliminary design for the new multi-functional building, all of which have been subject to public engagement and a Design Review.

The works are supported by funding from the Local Growth Fund (LGF) through the Humber Local Enterprise Partnership (HLEP) and the Council's Capital Programme. Cabinet is asked to accept receipt of the grant funding from the HELP, consider the proposed highways improvement scheme for Sea Road and approve the proposed layout, approve the preliminary design for the new multi-functional building to allow

officers to progress detailed design, submit a planning application and commence a competitive tender process. Works are scheduled to commence early in 2020.

RECOMMENDATIONS

It is recommended that Cabinet:

1. Approves the proposal for the Council to act as Accountable Body for the Humber LEP Local Growth Fund grant and agrees receipt of these funds.
2. Authorises the Interim Director of Economy and Growth, in consultation with the Chief Legal and Monitoring Officer, and the Portfolio Holder for Regeneration, Skills and Housing to negotiate and finalise appropriate legal agreements between the Council and the Humber LEP.
3. Approves the proposed scheme layout for the Sea Road public realm and highways improvement scheme and also approves the preliminary design for the new multi-functional building, authorising the Interim Director of Economy & Growth, in conjunction with the Portfolio Holder for Regeneration, Skills and Housing, to:
 - a. undertake the procurement of capital activities required to deliver the programme activity in accordance with Council's Corporate Procurement Regulations;
 - b. award a tender(s) within the allocated budget;
 - c. take all actions necessary to secure the continued implementation and ultimate completion of the scheme including detailed design changes, submission of a planning application and all ancillary issues arising.
4. Authorises the Chief Legal and Monitoring Officer to execute all documentation arising.

REASONS FOR DECISION

The delivery of the Sea Road development will have significant benefits for Cleethorpes. The proposals are supported by funding from the HLEP and the Council's Capital Programme. Cabinet approval is required to ensure that works can commence on site in early 2020.

1. BACKGROUND

- 1.1 The Council's strategic priorities are for a 'Stronger Economy' and 'Stronger Community', with a focus on creating opportunities for people, including job creation and the development of new homes. The North East Lincolnshire Local Plan sets out the Council's ambition to maximise the current opportunities for economic growth.

- 1.2 The Grimsby & Cleethorpes Town Centres Investment Plan details the regeneration vision and aspirations for Cleethorpes and the role of the town in shaping the area's economic, social and cultural future. It contains a range of regeneration projects highlighting the importance of investing in heritage and public realm to attract new investment and create an enhanced visitor experience. The Sea Road site is identified within the Investment Plan as a redevelopment opportunity for retail and leisure uses.
- 1.3 In 2015, and prior to the development of the current Cleethorpes Programme, the Council was provisionally awarded £1M funding from the HLEP LGF to deliver regeneration projects in Cleethorpes. It was initially envisaged that this funding would support enabling works to bring forward privately owned development sites. However, given changes in the market and a planning consent for residential development on the former Clifton Bingo site (residential development sitting outside the purpose of the grant), the HLEP has agreed that the funding can be utilised to complement the existing Cleethorpes Regeneration Programme through the redevelopment of the Sea Road site together with adjoining highway and public realm improvements.

2. SEA ROAD DEVELOPMENT PROPOSAL

- 2.1 The site (please see the development area at Appendix One) lies within the Cleethorpes Central Seafront Conservation Area and comprises the highway and public realm, together with the former Submarine/Waves pub site, adjoining kiosk, public conveniences and the former lifeboat building. It forms a key pedestrian and vehicular link between the seafront, Alexandra Road, the Victorian Pier Gardens, together with Market Street and St Peter's Avenue.
- 2.2 At present the site faces a number of challenges and in its current form fails to respond to visitor requirements.
- 2.3 In response, an integrated package of improvements, have been developed to address the challenges and capitalise on opportunities for visitor related development in the area (please see the proposed public realm layout at Appendix Two and the preliminary building design at Appendix Three). These include:
 - highway/ road safety improvements to the junction of Sea Road/Alexandra Road/Market Street to alter the alignment of the existing roundabout junction and create a new pedestrian crossing facility (these approved works are currently on site);
 - highways improvements which include altering Sea Road from four to two lanes and an extension of the public realm on the south side of Sea Road to improve pedestrian connectivity and enhance the quality of the streetscape. This scheme will not impact upon the current bus services that operate within Sea Road;

- Subject to planning consent, the demolition of the former Submarine/Waves pub, adjoining kiosk, public conveniences and the former lifeboat building, and the development of a new multi-functional building will be developed to house commercial space, and visitor facilities, including modern public toilets and changing facilities, Beach Safety and Tourist Information services (note that a planning application for demolition has already been submitted pursuant to an Officer Decision Record and this will be determined in due course);
- A small events space within Pier Gardens, related to the proposed new building.

2.4 'Soft market' testing will be undertaken to help determine potential end users and, as is the case with development, the more certainty about the likelihood of development the more likely potential occupiers are to engage. On this basis, key milestones include the submission and ultimate determination of a planning application.

2.5 Public engagement has taken place. This included opportunities to view the preliminary designs, plans and project information online and answer a questionnaire as well as an event where members of the project team were available to answer questions.

A report on public engagement is appended to this Cabinet report at Appendix Four.

2.6 As part of the pre-application process, the preliminary design for the new multi-functional building has been assessed by the Yorkshire & Humber Design Review Panel. Any changes to the scheme will be made in consultation with the Portfolio Holder for Regeneration, Skills and Housing.

3. NEXT STEPS

3.1 On the basis the proposals are agreed by Cabinet, the detailed design and tender package will be developed, a planning application will be submitted and subject to the determination of the planning application for demolition, works to the highway, public realm and clearance of existing buildings will commence in the first quarter of 2020.

4. RISKS AND OPPORTUNITIES

4.1 Opportunities – the funding which has been secured from the HLEP, the Council's Capital Programme and LTP provides an opportunity for significant investment to enhance the quality of the built environment and public realm in a key location at the heart of the resort. Investment in public facilities and spaces is an essential part of the overall regeneration strategy, contributing to an enhanced visitor experience.

- 4.2 Opportunities – this development demonstrates the scale of the Council’s ambition for the resort, providing potential commercial opportunities for local businesses and national organisations. This will result in increased investor confidence.
- 4.3 Risks – the works will be carried out at a key location within the centre of the resort which is likely to lead to disruption, and in turn could result in criticism from the community and other stakeholders. A communications plan is in place for the wider Cleethorpes Regeneration Programme and this will be developed to ensure that clear and consistent information is provided throughout the delivery phase. Disruption will be minimised wherever possible. A full risk assessment will be undertaken and managed by the Cleethorpes Town Centre Programme Board and relevant mitigating actions will be undertaken. Any delays to the scheduled start dates could impact on the delivery of the programme within the funding deadlines.

5. OTHER OPTIONS CONSIDERED

- 5.1 Do nothing – this would not accord with the regeneration aspirations for Cleethorpes and would limit the opportunities for investment in public facilities, public realm and efforts to develop and diversify the economic role of the resort. This would also result in the Council having to return a significant level of grant funding to the HLEP with associated negative reputational consequences.
- 5.2 Development of an alternative scheme – the design and layout presented in this report have been developed in response to the vision contained within the Grimsby & Cleethorpes Town Centres Investment Plan and in accordance with the approved business case and funding criteria of the HLEP.

6. REPUTATION AND COMMUNICATIONS CONSIDERATIONS

- 6.1 Successful delivery of the proposed works will generate positive reputational and communications impacts for the Council in terms of the significant visible investment that will be made in the resort. There will also be further associated benefits for local residents, investors, businesses and visitors.
- 6.2 There is a potential negative reputational risk for the Council if agreement is not reached on the proposed layout for the highways/public realm improvements scheme and the preliminary design of the new multi-functional building to enable delivery of the works within the timescales set by the funding body.
- 6.3 The proposed scheme will result in disruption during the works. Businesses and local residents will be fully engaged and updated on scheduling 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 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.

- 6.4 In addition to proactive communications, and as part of the procurement of contractors, proposals will be sought on how disruption will be minimised as far as possible.

7. FINANCIAL CONSIDERATIONS

- 7.1 The proposal outlined within the report supports the Council's key financial objectives for a stronger economy and stronger community.
- 7.2 The total estimated costs for the new build are £3.09M and the public realm works are £1.09M, giving an overall estimated project cost of £4.18M. It is proposed that this will be financed through £1M funding awarded to the Council from the HLEP and £3.18M from the Council Corporate Programme.
- 7.3 The proposed development will have a positive impact on current revenue commitments for Cleethorpes. Costs associated with defect repairs to existing highway infrastructure will be substantially reduced as a result of wholesale replacement of highway features including footway paving, existing tarmac, lighting and signage.
- 7.4 As with all high quality developments of this nature, there will be a requirement for some enhanced expenditure for day to day management and maintenance. As part of the detailed design process, careful consideration will be given to the selection of materials which are appropriate for the seaside location. The Environment team will be engaged throughout and a management plan will be developed prior to the completion of the scheme.

8. CONSULTATION WITH SCRUTINY

- 8.1 This report was received by the Tourism and Visitor Economy Scrutiny Panel on 5th December 2019.

9. FINANCIAL IMPLICATIONS

- 9.1 The estimated costs of the revised proposal would require an additional £1.6m Council contribution to that currently approved within the Capital Investment Programme.
- 9.2 The additional proposed Council funding is subject to approval of a revised business case and market evidence to support commercial viability.

10. LEGAL IMPLICATIONS

- 10.1 The programme articulated within the above report raises many legal implications in terms of planning, highway and traffic management, procurement and contractual issues around grant funding and such like. These matters have been (and will continue to be) dealt with in an appropriate manner with support from Legal Services.

10.2 Underpinning the decision sought is an appropriate and proportionate response to consultation which has demonstrably shaped the overall design of the works to be implemented.

10.3 The delegations sought continue to be appropriate for a scheme of this nature.

11. HUMAN RESOURCES IMPLICATIONS

11.1 There are no direct HR implications

12. WARD IMPLICATIONS

12.1 This scheme will have implications for the Croft Baker Ward. The economic benefits of the project will be distributed across North East Lincolnshire reflecting the continued economic importance of the resort.

13. BACKGROUND PAPERS

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

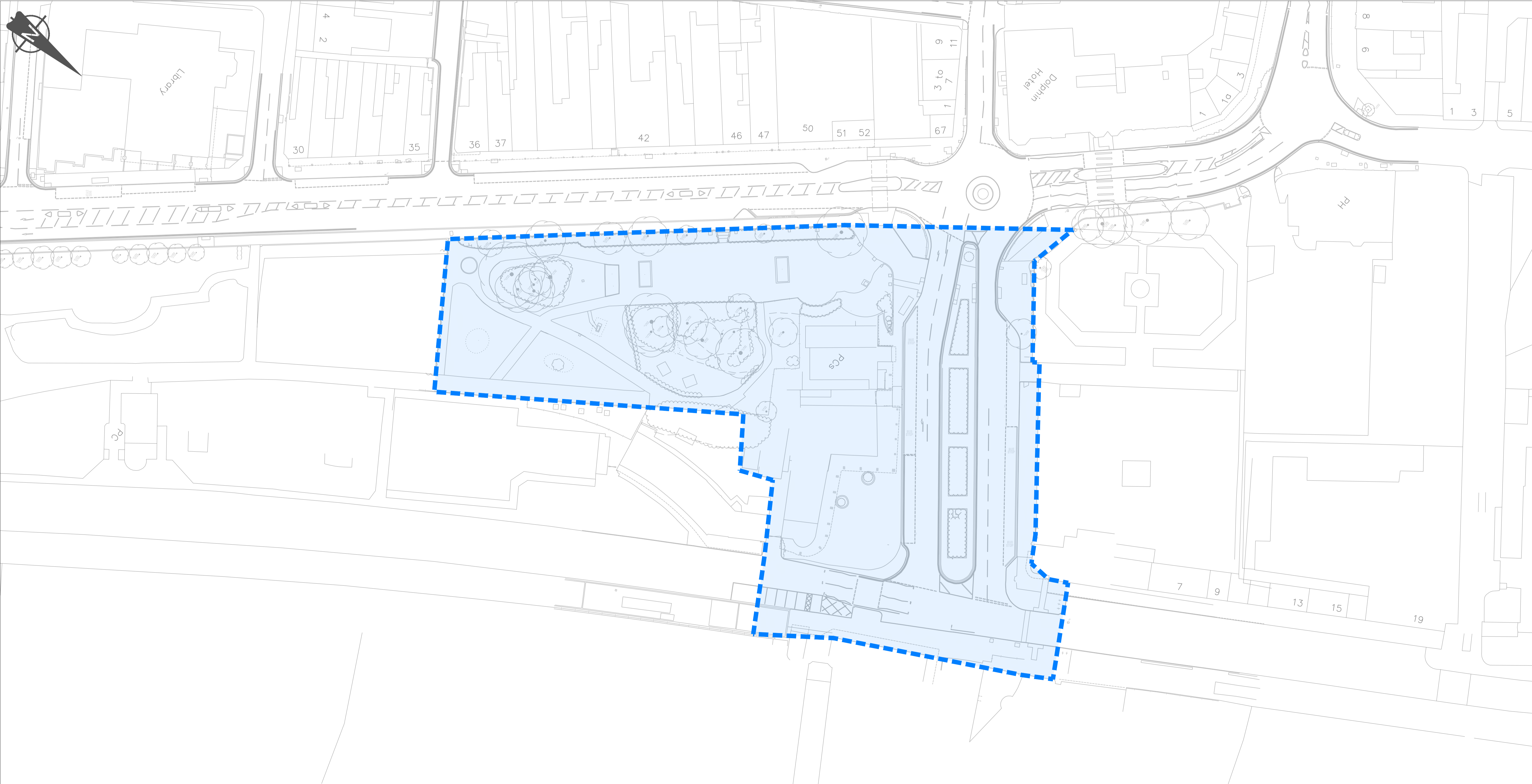
14. CONTACT OFFICER(S)

Interim Director of Economy and Growth	Acting Assistant Director Regeneration	Investment Manager, Economy and Growth
Clive Tritton	Damien Jaines-White	Helen Thompson
01472 324741	01472 324674	01472 325722

Councillor John Fenty
Portfolio Holder for Regeneration, Skills and Housing

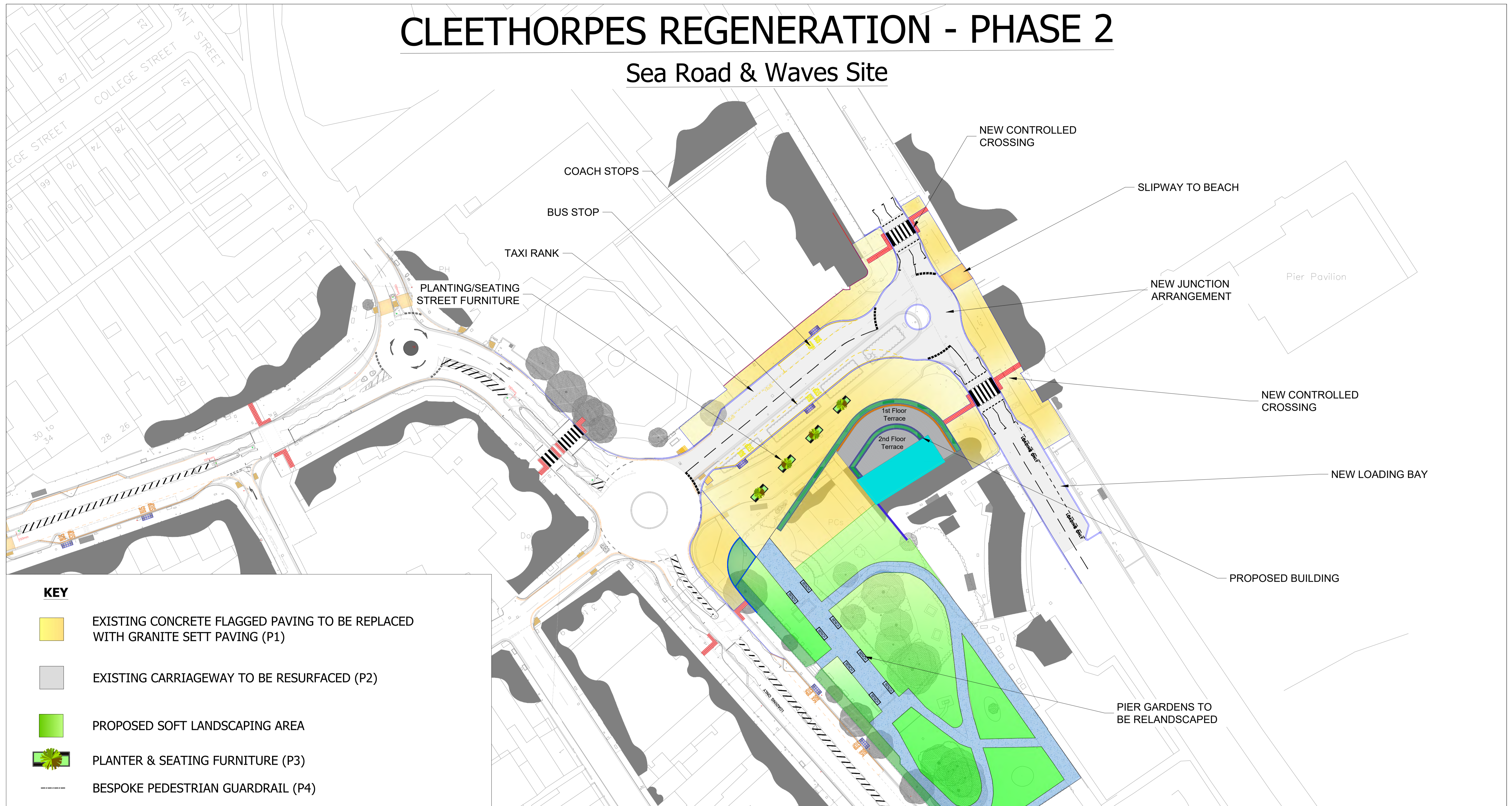
SEA ROAD

Development Area


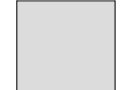


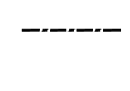



CLEETHORPES REGENERATION - PHASE 2

Sea Road & Waves Site



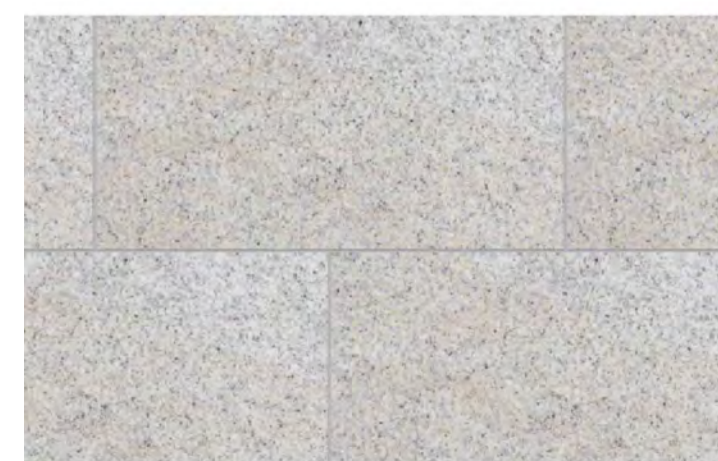
KEY

-  EXISTING CONCRETE FLAGGED PAVING TO BE REPLACED WITH GRANITE SETT PAVING (P1)
-  EXISTING CARRIAGEWAY TO BE RESURFACED (P2)
-  PROPOSED SOFT LANDSCAPING AREA
-  PLANTER & SEATING FURNITURE (P3)
-  BESPOKE PEDESTRIAN GUARDRAIL (P4)
-  NEW BENCHES (P5)

WORKS DESCRIPTION IN BRIEF:-

- REPLACEMENT OF EXISTING KERBS & FOOTWAY PAVING
- ALL EXISTING KERBING TO BE REPLACED WITH GREY GRANITE KERBS
- MATERIAL PALETTE TO BE SENSITIVE TO CONSERVATION AREA
- INTRODUCTION OF ADDITIONAL PEDESTRIAN CROSSING POINTS
- EXISTING CARRIAGEWAY SURFACE TO BE REPLACED
- UPGRADES TO EXISTING TAXI RANKS & BUS STOPS
- REPLACEMENT OF EXISTING STREET LIGHTING
- DE-CLUTTER AND REPLACEMENT OF EXISTING STREET FURNITURE

MARSHALL'S NESO
GRANITE PAVING (P1)



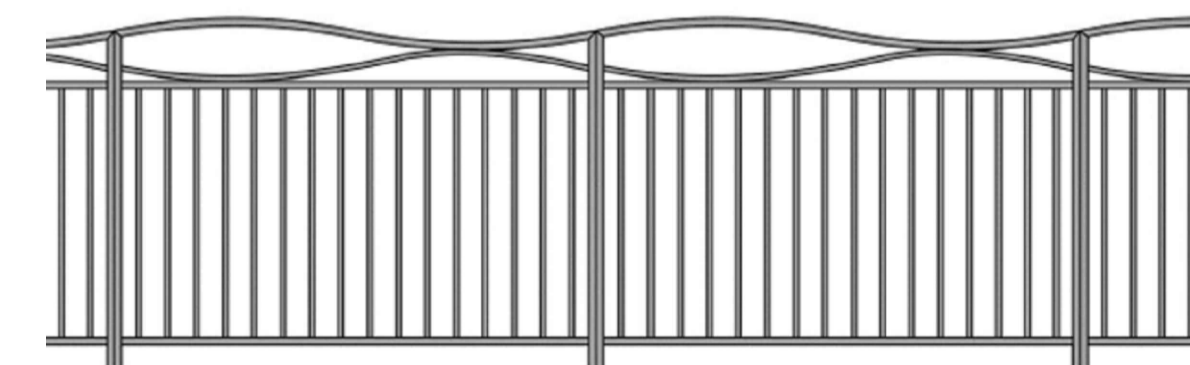
RESURFACING
(P2)



STREET
FURNITURE (P3)



BESPOKE PEDESTRIAN
GUARDRAIL (P5)



BENCH (P6)



Cleethorpes
See Change



NORTHERN POWERHOUSE



DISCOVER NORTH EAST LINCOLNSHIRE



Funding raised by
The National Lottery
and awarded by the Heritage Lottery Fund



Coastal Communities Fund



www.investnel.co.uk/cleethorpesregeneration

Cleethorpes

See Change



NORTHERN POWERHOUSE



DISCOVER NORTH EAST LINCOLNSHIRE



Funding raised by The National Lottery



Coastal Communities Fund

ENGIE Working in Partnership

www.investnel.co.uk/cleethorpesregeneration