

GRIMSBY: AN OPPORTUNITY FOR CHANGE



Leslie Jones Architecture 2020

A UNITED VISION TO RESHAPE AND REVIVE OUR TOWN CENTRE



“Delivering transformational change - putting a beating heart back into the centre of Grimsby”

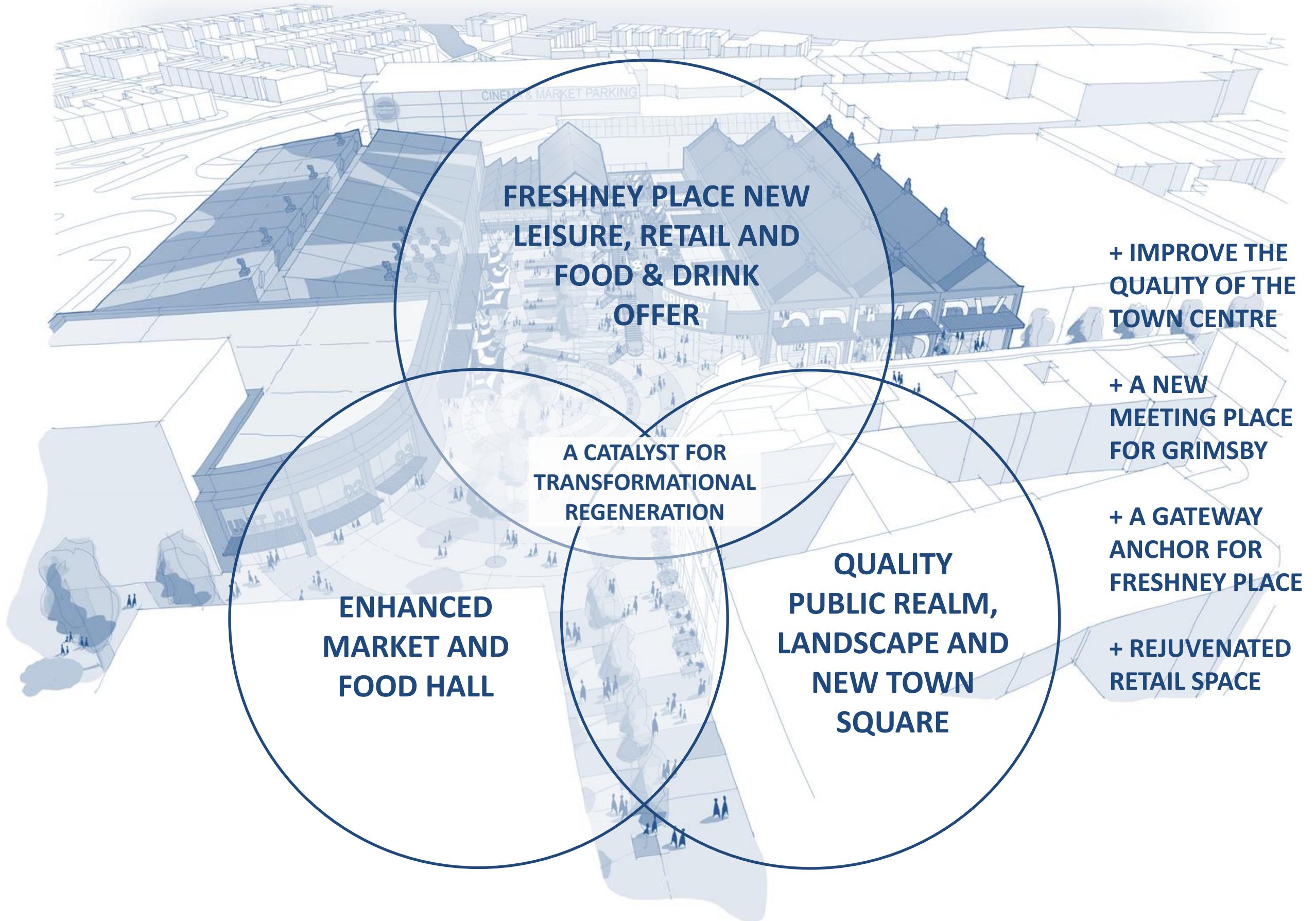


GRIMSBY TOWN CENTRE: FUTURE HIGH STREETS FUND



- **North East Lincolnshire Council** and **Freshney Place** have partnered to apply for **£25million** of central Government funding, via the **Future High Streets Fund (FHSF)**.
- The **partnership**, supported by a professional property consultancy, is developing a town centre vision focusing upon finding new opportunity which, if achieved, will deliver **transformational change** – putting a beating heart back into the centre of Grimsby. The bid will be submitted next month and focuses upon change to attract a new leisure and family audience, whilst remaining loyal to our existing retailers and traders.
- A strong **new leisure and entertainment** offer lies at the centre of the vision, along with the development of attractive **public space**. Both partners wish to see a cinema as a key feature, along with quality food and beverage outlets. An improved **Top Town Market** and the creation of a **New Market Square** is also an ambition – providing a platform for entertainment and retail, alongside a revitalised Freshney Place.
- After in depth analysis, the western side of Victoria Street was chosen as the prime area for our vision, incorporating the former BHS building, Flottergate Mall, Top Town Market and Old Market Square. This location was selected after looking at factors such as the overall space, the building condition and the evolving masterplan for Grimsby Town Centre which aims to improve the flow from the station, up through St James' Square and into Freshney Place and along to the Riverhead.
- Where past plans have stalled due to economic viability and market forces, the Government has created the FHSF with the specific objective for it to be used to **re-invigorate high streets and town centres**. If we do get the funds needed to make the vision real, we should hear this autumn and we will be back in touch when work begins on the detail. **It is our intention to take everyone with us on a journey of re-invention and success.**

A UNITED VISION



WHAT IT COULD LOOK LIKE



AN ARTIST'S IMPRESSION