

CLEETHORPES RENAISSANCE

...it must be Cleethorpes!



An attractive and revitalised heart for the town at Market Street, pedestrianisation of the central promenade by the pier and a new Town Team to lead the Cleethorpes Renaissance - these were some of the recommendations from the Cleethorpes Renaissance Community Planning Weekend reported back on Tuesday evening 9 June 2009 at St Peters Church, Cleethorpes by architect John Thompson.

Over 250 people participated at the Cleethorpes Renaissance Community Planning Weekend held at the Memorial Hall on Friday 5 and Saturday 6 June 2009. The aim of the Weekend was to produce a consensus Vision for the town, which will form the basis of a new Visionary Charter and Strategic Development Framework to set out the future direction for the renaissance of Cleethorpes over the coming years.

A wide cross section of the community attended the Weekend, including school children, Councillors, business people and members of the local arts forum. They all participated in workshops and hands-on planning sessions to discuss the current strengths and weaknesses of Cleethorpes and consider opportunities to enhance the town.

Participants expressed pride in the town and the local environs but were frustrated that parts of the town centre and the north promenade did not match up to their

expectations for the town. Many people stated a desire to play a more active role and signed up to joining a new Town Team that will be representative of all sectors and provide an open and transparent forum to lead the revival of Cleethorpes. The first meeting of the Town Team is planned to take place at 7pm on Wednesday 8th July 2009 at Cleethorpes Town Hall and everyone is welcome.

John Thompson said, "The people of Cleethorpes are passionate about their town and there are lots of opportunities here to help bring about its revitalisation. We believe the time is now for Cleethorpes."

Yorkshire Forward's renaissance programme was launched in 2001 to ensure that the region's towns and cities are places where people want to work, live and invest in. At the core of the programme is the involvement of local people, councils and other key stakeholders in helping to create a long-term vision for each town. John Thompson and Partners have been appointed by Yorkshire Forward to lead the Cleethorpes Renaissance process.

The First Cleethorpes Town Team Meeting

8th July 2009 at 7pm
Cleethorpes Town Hall

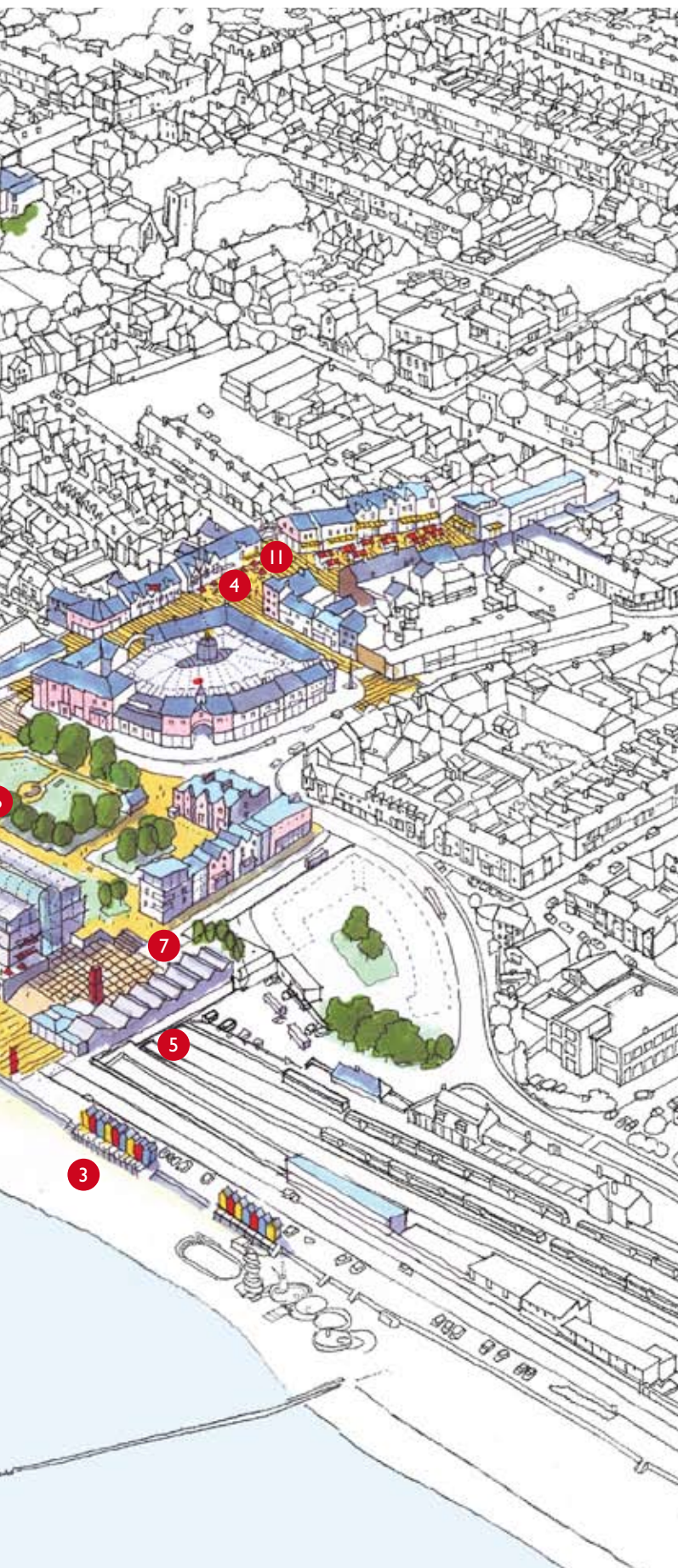
EVERYBODY IS WELCOME!

CLEETHORPES RENAISSANCE



KEY

1. The Pier
2. Central Promenade
3. New beach huts
4. New public realm and pedestrian priority for the Market Place
5. The Station
6. New Winter Gardens
7. New street from the Station
8. Pedestrianised promenade
9. New public realm improvements to Sea View Street
10. Windbreaks on beach
11. Renaissance office in square
12. Public realm improvements to crossing
13. Regenerated corner of Alexandra Road and High Street
14. New Gallery / Cultural Space
15. Landscape improvements in front of Town Hall
16. Pavilions added to park



KEY THEMES

Image and identity

Cleethorpes has a many faces, including being a residential town and a tourist destination. There is some overlap but priorities vary. 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 to both residents and visitors.

“We’ve got to get the balance right between the needs of the resident and the visitor.”

The value of heritage

The poor state of many town centre buildings and 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.

“If places are run down, not good for tourists, they’ll look at it and say, that’s not good, we won’t come here again.”

Opportunities to regenerate

The future use of key vacant sites 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.

“We can’t call ourselves a proper town unless we’re user friendly for everybody, including developers.”

Diversify 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 room to invest in the traditional seaside pursuits and amenities, whilst improving the quality of hotel

CLEETHORPES RENAISSANCE

...it must be Cleethorpes!

accommodation and diversifying the tourist offer to attract a wider range of visitors.

“There’s loads of space – we need to use it to expand our offer!”

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.

“We don’t want to kill what Cleethorpes is but we want some choice, some alternatives.”

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 fulfilling residents’ ambitions too.

“We need more events and festivals to bring back the seaside town feel!”

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, Sea View Street and St Peters Avenue offering a combination of charm and history. A key aim of the renaissance process should be an enhanced retail sector.

“There’s no bookshop in Cleethorpes – can you believe it?”

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 and BMX riding. For Cleethorpes to flourish young people must be nurtured through training opportunities and real jobs - there must be a reason for them not to leave.

“There’s a lot of talent in the town – it just needs to be more nurtured and promoted.”

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 existing forums co-existing rather than connecting. Connecting the town and resort together physically and spiritually is a priority. There is an opportunity to create a unified and committed Town Team, with strong leadership, to build co-operation and provide a stronger voice for Cleethorpes and the time is now!

“We should have a Forum of Forums!”

